JUNE 4, 1951

BROADCASTING TELECASTING

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HUMANITIES DEPT.
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...Color Ruling
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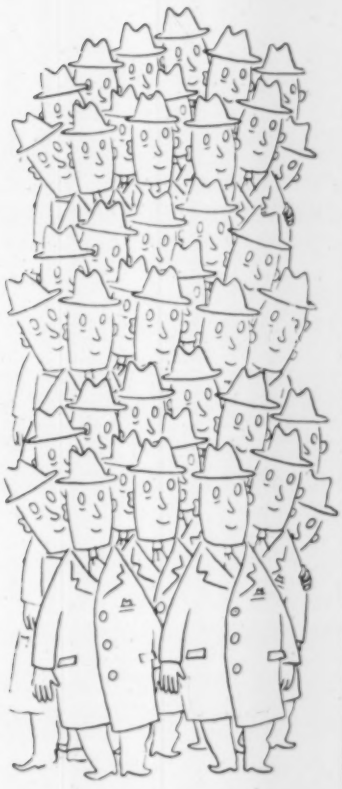
a trifle less than two years ago WOR-tv, channel 9, started with little or no people looking at it in New York. People started looking. In fact, a man named George Vargas of Nutley in New Jersey, claims he was the first to see the image on his tv screen. (There are now *many* thousands of Vargases looking at WOR-tv!) Thanks, George, and we hope you're still looking.



but, WOR-tv has grown and f-a-s-t...

Here's what our researchers say about one WOR-tv sponsor's show—*one*, mind you*. . .

During January, February and March, in the year 1951, 50% more people looking at this WOR-tv show bought the product advertised on it than the people who weren't looking. And 78% more of the people looking at the program had the product in the house.

That's selling. That's what WOR-tv does day in and day out. Why not let us do it for you at *very* low cost. We'll keep our fellows away if you wish: Just call, wire or phone

**according to a special Pulse survey*

WOR-tv ***channel*** **9**

at 1440 Broadway, in New York
LOngacre 4-8000

WTVR will make your summer sunnier in Virginia

This summer will be an especially good time to cultivate the enthusiastic Richmond television audience. For one thing, you will have established your niche in the WTVR fall schedule (last September 76 advertisers were disappointed because the schedule couldn't accommodate them). For another, WTVR, *the South's first television station*, covers its market alone. BLAIR-TV will give you some more common-sense facts and figures.

WTVR WTVR RICHMOND, VA HAVENS & MARTIN INC. the South's first television station **TV**

Havens & Martin Stations are the *only* complete broadcasting institutions in Virginia.
Pioneer NBC outlets for Virginia's first market.
Represented nationally by John Blair & Company.

GO YANKEE

with

YANKEE PERSONALITIES

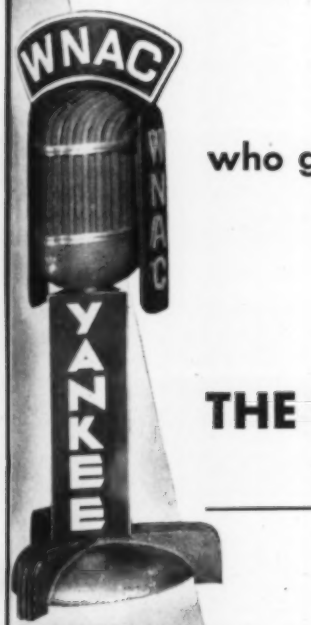
who give you ready acceptance in New England homes.

GO YANKEE

with

THE YANKEE HOME TOWN FOOD SHOW

featuring



RUTH MUGGLEBEE

Woman's Editor Boston Record-American and Sunday Advertiser

and **BILL HAHN**

Yankee Radio and Television Personality

Monday thru Friday 1:15 to 1:45 p.m.

Let your Petry Man show you how inexpensive and how effective the Yankee Home Town Food Show really is . . . You'll be amazed when you see the promotion and merchandising plan behind it.

Acceptance is THE YANKEE NETWORK'S *Foundation*

THE YANKEE NETWORK, INC.

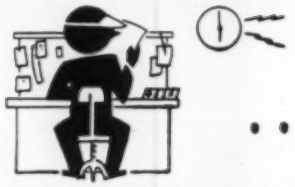
Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879

BROADCASTING TELECASTING



...at deadline

Closed Circuit

IF NEW NARTB Television Standards Committee [BROADCASTING • TELECASTING, May 28] succeeds in getting full cooperation of nation's telecasters, it's entirely possible that FCC would entertain suggestion that its proposed conference on TV be called off. No date had been set for FCC session, originally inspired because of complaints against certain types of TV programming.

ADD TO LIST of prospective candidates for any upcoming vacancy on FCC: Theodore W. Granik, lawyer-commentator, who runs *American Forum of the Air*. Before it became definite that Wayne Coy would accept reappointment, Mr. Granik's candidacy was known in high quarters.

GEORGE CASTLEMAN, vice president and radio director of Bermingham, Castleman & Pierce, New York, resigning to join sales development division of CBS. Successor at agency not yet appointed.

PAUL DOBIN, newly named chief of reorganized FCC Broadcasting Bureau's Rules & Standards Division, slated to succeed Harry Plotkin as Commission counsel in TV allocation proceedings. Mr. Plotkin, assistant general counsel formerly in charge of old broadcast division, moves into office of General Counsel Ben Cottone. Mr. Dobin takes over hearing on city-by-city allocation proposals commencing July 9.

IT MAY WELL be an embattled Judge Miller who officiates at inaugural dinner tomorrow (June 5) inducting Harold Fellows into NARTB presidency. Judge Miller, who assumes board chairmanship, may speak out against those attacking sanctity of radio and TV. Benton resolution for overall investigation of TV and for super-committee purportedly to represent public viewpoint (story page 25) could be springboard.

LEVER Brothers, New York (Rayve home permanent), placing radio and television test campaign in Chicago, using three radio and two television stations starting early in June for 18 weeks. Cecil & Presbrey, New York, is agency. If test is successful, national campaign will follow.

CBS NOODLING around on possible colorcasts of NCAA football contests, if organization persists in its ban on black-and-white telecasts. Presumably pitch would be made on sustaining basis, since colorcasts at this stage can't affect gate. Color pickups of horse race in New York area also contemplated.

SUCCESS of NARTB in signing over 100 new radio members since last autumn, via two-man road team, understood to have induced Broadcast Advertising Bureau to send Hugh Higgins on a bush-beating circuit in search of converts. If NARTB-TV follows suit, it'll be three-ply missionary movement.

INVITATIONS going out for private Waldorf-

(Continued on page 94)

Upcoming

June 4-6: NARTB Board of Directors, NARTB Headquarters, Washington.
June 4-7: RTMA Annual Meeting, Stevens Hotel, Chicago.
June 5: NARTB Inaugural Dinner, Hotel Statler, Washington.
June 10-13: Advertising Federation of America, Annual Convention, Hotels Chase and Park Plaza, St. Louis.

(More Upcomings on page 73)

Bulletins

MARLIN FIREARMS, New York (razor blades), through Duane Jones, same city, buying 52-week spot announcement campaign starting this month in four markets.

WELCH GRAPE JUICE Co., Westfield, N. Y., preparing ten-week radio spot announcement campaign in 20 markets. Doherty, Clifford & Shenfield, New York, is agency. Minutes and chain breaks will be used starting June 18.

LEVER Brothers, New York (Jelke margarine), through BBDO, same city, on July 1 starting radio spot campaign on half-dozen stations in Illinois to coincide with lifting of margarine restrictions in that state.

FERGUSON IN NEW YORK

OFFICE in New York opened by Courtland D. Ferguson Inc., advertising agency with headquarters in Washington and branches in Baltimore and Richmond. Office located at 45 Rockefeller Plaza. New York clients include Virginia Metal Products Corp., Lincoln Warehouse Corp., Stroll-O-Chair Corp., Rex Baby Carriage Mfg. Co., Monarch Buick Co., and Glamour Products Co. (Vitrex reducing product). John P. Waddell, formerly of Grant Adv. Agency, Chicago, named manager of New York office.

Business Briefly

BLOCK ADDING ● Block Drug, Jersey C (Amm-I-Dent toothpaste), renewing and e larging radio spot announcements in 15 ma kets starting mid-July for 26 weeks. Agenc Cecil & Presbrey, New York.

GARROWAY SIGNED ● Armour & C Chicago, for meat products, to sponsor Ga *roway at Large* on NBC-TV from Chica next fall, probably Wed., 9:30-10 p.m. (CD now occupied by its *Stars Over Hollywo* Agency, Foote, Cone & Belding, Chicago.

BOVRIL NAMES ● Bovril Co. of Ameri (beverage), New York, names Hilton & Ri gio, New York, as agency, effective July 1.

ANA, AFFILIATES PLAN PRELIMINARY TALK

EXPLORATORY conferences with Presiden Paul West and associates of Assn. of Nationa Advertisers, which fired opening shots in radi rate-cut campaign, slated June 14 by Chairma Paul Morency and two members of radio-wid Affiliates Committee set up to stave off inroad on radio rate structures. Meeting designe to define areas which might be covered in sub sequent general conference requested by Affi iates Committee and accepted by ANA wit proviso that rates not be mentioned [BROAD CASTING • TELECASTING, May 28, 21].

Affiliates Committeemen Clair McCollough of Steinman stations, and Edgar Kobak WTWA Thomson, Ga., will participate in con ference along with Mr. Morency, WTIC Hart ford.

On same day, they will confer with subcom mittee appointed by National Assn. of Radio & Television Station Representatives to see ways in which NARTSR can cooperate "in combating further inroads on radio's price structure." NARTSR subcommittee is com posed of NARTSR President Robert Meeker of Robert Meeker Assoc.; Joseph Weed, of Weed & Co., and Wells H. Barnett Jr., of John Blair & Co.

Industry Group Offers Color TV Plan

BROAD STANDARDS for what appears to be partially-developed composite compatible color TV system outlined in still classified report of Ad Hoc Committee of National Television System Committee, now being circulated in industry and at FCC, BROADCASTING • TELECASTING learned Friday.

Report represents organized effort of "industry" to develop and present to FCC fully compatible system declared desirable (but unavailable) by Commission in final color decision adopting CBS field sequential system, upheld by Supreme Court last Monday (see story page 23).

Introductory letter in report, by W. R. G. Baker, General Electric Co., NTSC chairman, stated report "actually does more than reflect an examination of the improvements in existing systems and the possibility of new systems. It outlines the broad framework of a new composite system of color television achieved by combining the best elements of the fur thest advances in existing systems. Within this framework can be developed by individual co-ordinated effort on the part of our industry a system, a set of recommended standards, and apparatus proved-in by field testing, which can then be submitted to the FCC."

Meanwhile, CBS officials, who knew of re port, speculated it may be RCA's dot sequential system "in false whiskers." CBS is not mem ber of NTSC.

FCC sources, declining formal comment, in dicated Commission would welcome compatible system and will give full consideration to new developments which have been proven (not paper systems) according to procedure pre scribed in final color ruling.

Dr. Baker's letter, dated May 22, explained Ad Hoc Committee was formed in November 1950 "of outstanding electronic engineers" wh

(Continued on page 94)

XUM

Greater Kansas City's ONLY

50,000

WATT STATION

810 kc.

10,000

WATTS

Night

KCMO

National Representative

THE KATZ AGENCY

"RADIO — America's Greatest Advertising Medium"

PICK THE WINNERS

HORSE	TRACK	RIDER	WEIGHT	
KUTA	Salt Lake City	F. C. Carman	5,000	☐
KCSU	Provo	H. Van Wagonen	250	☐
KVOG	Ogden	A. Webb	250	☐
KLAS	Las Vegas	F. Stoye	250	☐
KGEM	Boise	M. Peterson	10,000	☐
KLIX	Twin Falls	F. McIntyre	250	☐
KBIO	Burley	K. Clark	250	☐
KWIK	Pocatello	C. Crabtree	1,000	☐
KIFI	Idaho Falls	J. Brady	250	☐
KMON	Great Falls	B. Warner	5,000	☐
KOPR	Butte	E. Cooney	1,000	☐
KOOK	Billings	K. McPherson	5,000	☐

You can parlay this winning combination into a "sure thing" . . . . and at just $55.00

FROM THE STABLES OF THE

ROCKY MOUNTAIN BROADCASTING SYSTEM SALT LAKE CITY

PRES. F. C. CARMAN . . . VICE PRES. S. JOHN SCHILE

TOUTING BY

GEO. P. HOLLINGBERY CO.

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

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HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181;* David Glickman, *West Coast Manager;* Ann August.

TORONTO: 417 Harbour Commission, EMpire 4-0775; James Montagnes.

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• Reg. U. S. Patent Office

Copyright 1951 by Broadcasting Publications, Inc.

Subscription Price: $7.00 Per Year, 25c Per Copy

Stabilized Meat Prices

What's the best way to get them?

In the period of general inflation we have been going through, meat prices advanced along with the rest, partly because that is the nature of inflation, and further because the amount of spendable money in the hands of wage earners has increased faster than meat supplies.

There's a common-sense remedy for this situation.

1. Stabilized consumer income.

2. Expanded production of meat.

Our rapidly growing population makes this second step one of primary importance. People should have all the meat they want at prices as low as production costs permit. But meat production is inseparably meshed with the production of livestock.

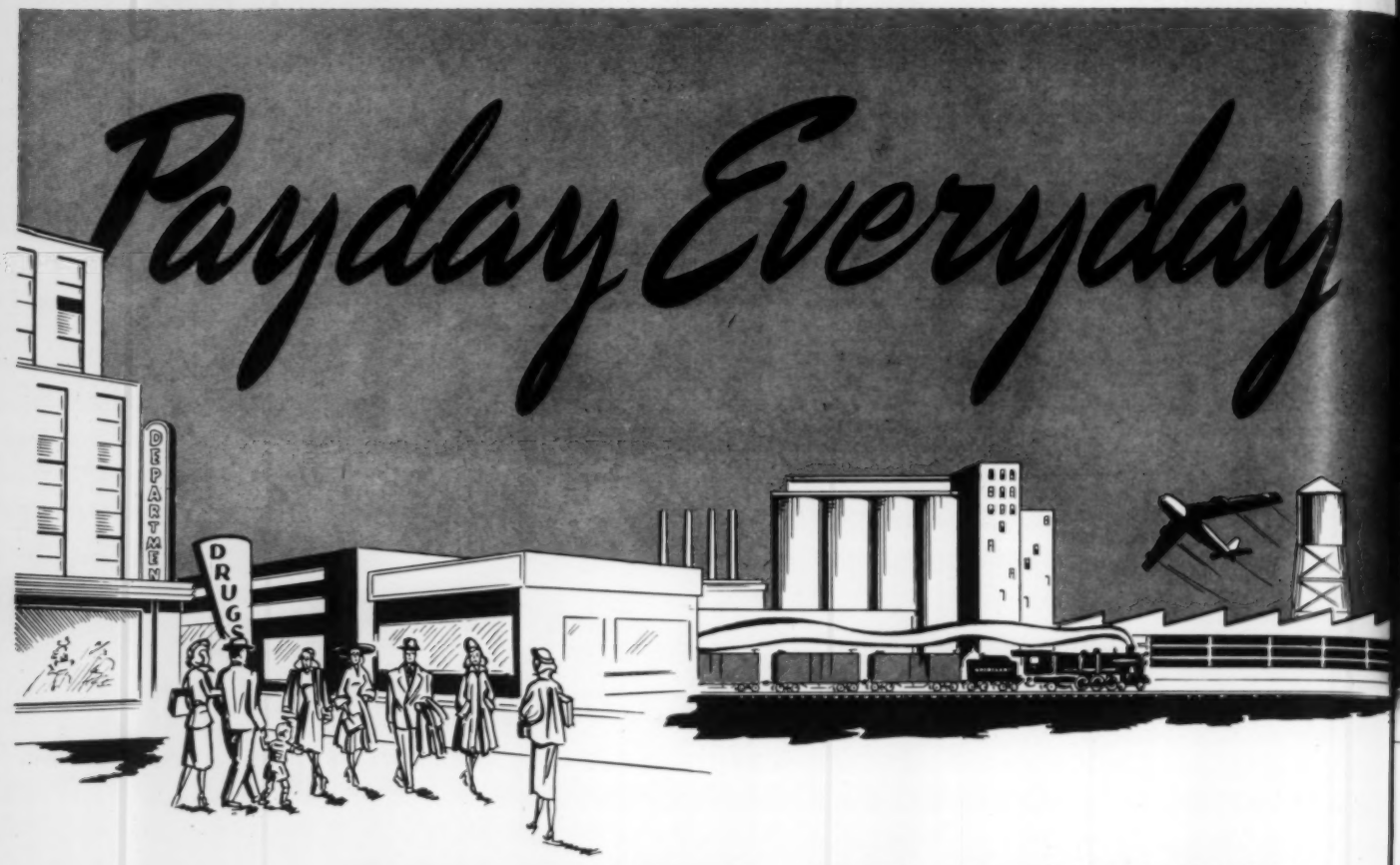
And farmers and ranchers say that livestock production will be *discouraged* by too long continuance of meat and livestock controls.

As has been well proved by the experience of OPA, price and rationing controls actually create black markets, scarcity in legitimate channels of trade, under-the-counter favoritism, and no consumer benefits in the end. In fact, stabilization officials recognize these dangers and say that controls should be temporary and ended as quickly as possible. There are no substitutes for the natural law of supply and demand.

And consumers can help keep this law working in their interest by buying meat carefully and using it wisely.

American Meat Institute

Headquarters, Chicago • *Members throughout the U. S.*



ROLLING IN DOUGH

Wichita's filthy rich. And it isn't a one-horse show. Besides a multi-million dollar airplane industry there's oil, dairy, wheat, and cattle, *plus* 523 manufacturing plants. In January alone, retail sales soared to over $23 million — an 82.6% money-value increase over January of 1950. Right now, Wichita is 32% ahead of the 1950 level and its leadership continues.

Nearly a million dollars is being stuffed into Wichita worker's pockets daily. Sales-Management Forecast listed Wichita a "high spot" city for the last decade. Wichita area growth has mushroomed a 10% increase above a year ago. Building and other industries continue to expand. Yes, business is humming in Wichita. You have to *tell* 'em to *sell* 'em, radio does both.

WICHITA IS A MAJOR

Wichita is truly radio active. There's no TV to worry about. Your Wichita radio advertising dollar brings big dividends because Wichita people are removed from other major influences.

Represented Nationally by O. L. Taylor Co.
KANS
NBC

Represented Nationally by Avery Knodel, Inc.
KFBI
ABC

Represented Nationally by Radio Representatives, Inc.
KAKE
MUTUAL

A "BLUE CHIP" MARKET

Yes, there's plenty of activity in Wichita – and retail sales are up. Before you can appreciate the bargain you have to buy it. And you'll find in the Wichita bargain, 1½ million people in the broadcast area with bulging pockets waiting to be influenced. If you want to influence people and increase sales, the "blue chip" market for you is Wichita. Radio will do both.

Everyone's a potential customer, too. For Kansas is completely saturated with radio sets. Some have two and three but 98.4% have at least one radio. When your radio advertising dollars are spent in Wichita you know high-volume sales will be delivered by the Wichita radio stations – representing the major networks. Make your pitch where the money is. It's a market-wize buy.

YOU CAN TELL 'EM AND SELL 'EM WITH RADIO IN WICHITA

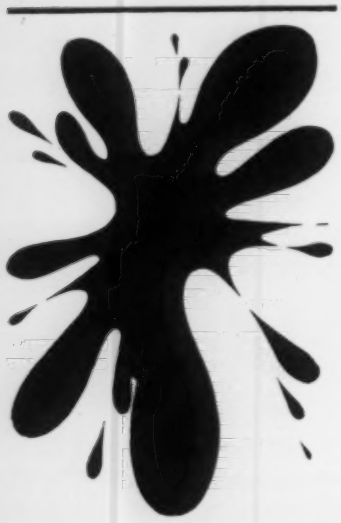
NON-TV-MARKET

You'll have 100% coverage with the people who can do something about it. People with spendable income. It's a rich market waiting to be tapped. The fastest and cheapest way to tap it is with RADIO.

Represented Nationally by John E. Pearson Co.
KWBB
LIBERTY

Represented Nationally by Edward Petry & Co., Inc.
KFH AM FM
CBS

WICHITA, KANSAS
IS
RADIO ACTIVE



WOOPS!!

Just to catch your eye, Mr. Timebuyer—Here at WRC, we feel that our sales story is something more than marks on paper. The statistics live, breathe and tell the wonderful success of WRC's dominant position in this rich, always-growing market.

WRC listening is up—way up. Some very choice availabilities in spots and programs are keyed to the listening tastes of the capital city. You see, we know this market, and we know what we can accomplish for a product. We've been here a long time, growing with our audiences.

The latest American Research Bureau report tells the story. We'll stand on that!

FIRST in WASHINGTON
WRC
NBC
5,000 Watts • 980 KC
Represented by NBC SPOT SALES

feature of the week

RADIO advertising!—"Grocers don't use radio," Harvey Roffman's Omaha competitors protested. A few of them laughed at him. Even Mr. Roffman's family was alarmed when be bought a quarter-hour program.

That was three years ago. Now, however, Mr. Roffman is enjoying the last laugh. And his laughter is keeping time with the merry jingle of the cash register which, indeed, is music to his ears.

"I have a dollars and cents answer to their doubt," Mr. Roffman says with an air of pride. "Through radio . . . a quarter-hour Sunday program over KBON (Omaha) called *The Passing Parade of Songs*, our Sunday net sales alone increased from $750 the first year, to $1,600 the second, to $2,250 the third."

Moreover, comparing sales per month, in December 1950, Roffman's Finer Foods supermarket did $10,000 more business than in December the previous year. In January 1951, the store grossed $5,800 more than in January 1950, while February 1951, showed a $6,800 increase over 1950.

Part of Mr. Roffman's success story may be traced to his painstaking manner of approaching his use of the medium.

"First, we had something special to sell," he says. "Our supermarket is open on Sunday and holidays. It boasts such extras as soft background music, a delicatessen, a lunch counter and complete soda fountain service, and specialty items, such as more than 100 types of cheeses.

Mr. Perazzo (l) dusts off some of the merchandise he mentions over KBON while Mr. Roffman lends a helping hand.

* * *

"The second step was selecting KBON, a local station with no waste coverage, for our message. We settled upon Sunday as a program day primarily because we are open on this day. The broadcast time, 12:30 p.m., was calculated to reach people just out of church. The program, which features popular music hits of the day, had no competition, since none of the other local stations offered popular music at that time."

In telling of his successful pro-

(Continued on page 88)

strictly business

Mr. WEBSTER

ALTHOUGH Henry L. Webster spends most of his time working as advertising manager of the William Wrigley Jr. Co., he serves unofficially as a goodwill ambassador for another rather large Chicago enterprise. He is grandfather to three sets of twins, first-born to three of his four daughters, and they are his favorite subjects in social conversation.

Advertising manager and assistant secretary of Wrigley since the mid '20s, Mr. Webster has charge of a $10-$12 million yearly advertising budget, of which 35% goes to radio and television. Of the remainder, 31% is allocated to newspapers and 21% to street car cards. The broadcast media have come in for a major share of the appropriations despite the 60-year-old company's traditional use of newspaper, magazine, street car and outdoor.

Mr. Webster, a native of Elgin, Ill., and a resident of the state all his life, joined Wrigley in 1919

(Continued on page 58)

Our belief

Free enterprise, the foundation upon which the American way of life was built, must be preserved.

Our belief in action

Every Saturday morning, WGAR presents "Business Trends", a program of business information for *all people*. It is designed to bring a greater understanding so that everyone can work together to maintain and further progress toward better standards of living. This public service is an example of free enterprise in action.

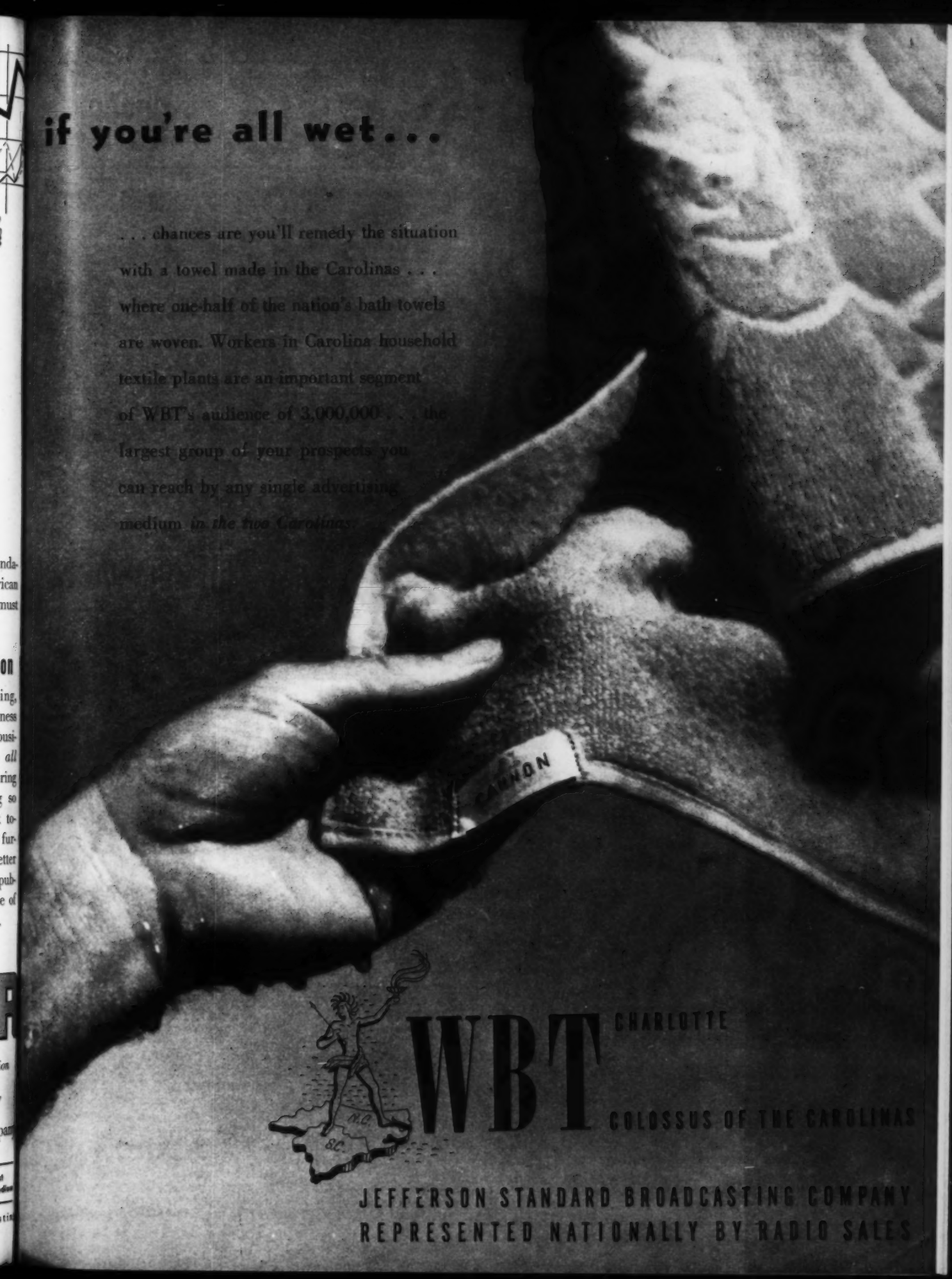
WGAR

Cleveland's Friendly Station

Represented Nationally by

Edward Petry & Compan

RADIO - America's Greatest Public Service Medium


if you're all wet...
. . . chances are you'll remedy the situation with a towel made in the Carolinas . . . where one-half of the nation's bath towels are woven. Workers in Carolina household textile plants are an important segment of WBT's audience of 3,000,000 . . . the largest group of your prospects you can reach by any single advertising medium *in the two Carolinas*.
CANNON
N.C.
S.C.
WBT
CHARLOTTE
COLOSSUS OF THE CAROLINAS
JEFFERSON STANDARD BROADCASTING COMPANY
REPRESENTED NATIONALLY BY RADIO SALES

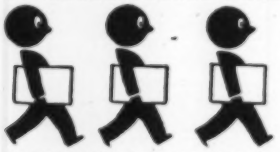
KWFT
WICHITA FALLS, TEX.
620 KC
5,000 WATTS

KLYN
AMARILLO, TEX.
940 KC
1,000 WATTS

***TWO TOP CBS STATIONS**
TWO BIG SOUTHWEST MARKETS
ONE LOW COMBINATION RATE

You can't afford to overlook this sales-winning pair of CBS stations, when you make out that schedule for the Great Southwest. For availabilities and rates, write, wire or phone our representatives.

National Representatives
JOHN BLAIR & CO.



agency

CLARENCE E. ELDRIDGE, operations manager General Foods, N.Y. to Sullivan, Stauffer, Colwell & Bayles, same city, as executive vice president, effective June 15.

C. R. (Bill) POPE Jr., account executive, and JIM WAHL, radio director Holst & Cummings & Myers Ltd., Honolulu and S. F., appointed vice presidents of agency.

ART PORTER, assistant to E. ROSS GAMBLE, vice president in charge of media Leo Burnett Agency, Chicago, named media director. DeWITT O'KIEFFE, vice president of agency, named creative director of radio and television.

RINO NEGRI, head of foreign language department and vice president Emil Mogul Co., N. Y., elected to board of directors.

CHARLES SCHENCK, Compton Adv. Co.; JOHN TAYLOR, Carl Webster Co., and ZACHARY SCHWARTS, Columbia Pictures, added to radio and television staff Biow Co., N. Y. Messrs. SCHENCK and TAYLOR to be production supervisors for company and Mr. TAYLOR to firm's television commercial staff.

on all accounts

MENTION the word "perfectionist" in Portland, Ore., radio and agency circles, and likely as not the name of Everett A. Mitchell will crop up among his trade colleagues.

As radio director and account executive at Allen & Clenaghen, Portland, Mr. Mitchell is so acknowledged when it comes to radio copy. He has long been a firm believer in radio's ability to provide listeners with useful information as well as entertainment.

This penchant for perfectionism is not borne of enthusiasm for that medium alone, however, for Mr. Mitchell had a thorough grounding in publications, in which he specialized in college, and also dramatics, not to mention the technical side of radio and promotion.

Everett A. Mitchell (not to be confused with the radio veteran of the same name at NBC Chicago) obtained this background at Westminster College where he was active in all campus affairs, particularly as editor-in-chief of the college annual and as a special correspondent for the Salt Lake City *Tribune*.

After graduation in 1935, Mr. Mitchell moved to Portland where he joined Gerber & Crossley Inc. as junior account executive. Three years later he associated himself with the Worlds Fair staff of the Knight-Counihan Co. at San Francisco, working on special exhibits and promotion.

When the Golden Gate International Exposition ended, he returned to Portland as account executive with his former employer, now known as the Joseph R. Gerber Co.

The outbreak of World War II signaled Mr. Mitchell's entrance in the Navy—and into radio as well. The Navy was seeking "likely radio material," he recalls. Lt. (j. g.) Mitchell spent three years and three months in the service, mustering out with the title of assistant Shore Radio Officer for the 8th Naval District at New Orleans.

Mr. MITCHELL

Thus it came to pass that, even for an advertising man, Mr. Mitchell became unusually conversant with the technical side of radio as a result of his Navy tenure.

Picking up the radio threads in civilian life, he joined Showalter-Lynch Agency, Portland, as account executive, and a year later Allen & Clenaghen, as radio director and account executive.

(Continued on page 88)

beat

EDMUND J. SHEA, radio director and board of directors member James Thomas Chirurg Co., N. Y., appointed media director.

Mr. Shea

W. EARL BOTHWELL, N. Y., and **HAMILTON ADV. AGENCY**, Chicago, have completed arrangements for an affiliation to provide more complete service to each agency's clients in Midwest, New York and West Coast. **RAY A. WASHBURN**, manager Calkins & Holden, Chicago, elected vice president W. Earl Bothwell and will supervise agency's mid-western activities.

LOUIS KENNEDY, FRANCIS O'NEIL, NORMAN TRAYNOR and **VINCENT C. YOUNG Jr.** to creative staff Brooke, Smith, French & Dorrance, Detroit.

LOCKWOOD-SHACKELFORD Co., L. A., in expansion move, acquires local **Alex Struthers Advertising Agency. ALEX STRUTHERS** named vice president in charge of client relations and business development for Lockwood-Shackelford Co., with principal Struthers Adv. Agency personnel also joining staff of former firm. Lockwood-Shackelford maintains branch offices in S. F., Chicago and N. Y.

E. J. LAUESEN, vice president Fuller & Smith & Ross and manager Chicago office since 1946, elected to board of directors. He has been with company since 1943.

MONTY MANN, vice president and radio director Glenn Adv., Dallas, to Lowe Runkle Agency, Oklahoma City, as radio director and account executive.

ROBERT E. MOORE, vice president Ross, Roy Fogarty, Chicago, named merchandising director of C. Wendel Muench, same city.

JANET MAYER from manager of school and college advertising for *Chicago Daily News*, to Walter Schwimmer Productions, same city, as account executive in the awards division. **MICHAEL BROWN** to company's TV department as producer and director, from Malcolm-Howard Agency, Chicago.

J. CRAIG CLARK, Grey Adv., N. Y., to Dorland Inc., same city, as creative director of plans board.

RONNIE RICHTER to Phillip Jones Adv. Agency, Phila.

SIDNEY OLSON, Earl Newsome & Co., N. Y., to Kenyon & Eckhardt, N. Y., as member of copy staff.

ROLAND GILLETTE, recently vice president in charge of production, Young & Rubicam, N. Y., to Biow Co., N. Y., as an executive producer for TV and radio.

NEEDHAM, LOUIS & BRORBY Inc., Chicago, is to open an office in Toronto late this summer to service Canadian advertising now handled from parent office. **JOHN WILLOUGHBY**, director of agency's public relations department, will be Canadian manager.

S. W. CALDWELL Ltd., moved major portion of offices to 150 Simcoe St., Toronto, retains office at 80 Richmond St. W., Toronto, for auditioning.

T. N. THOMPSON, owner *Carpenteria* (Calif.) *Herald*, named director of production **PHILLIPS-RAMSEY Co.**, San Diego. **Mrs. ORVA HUFF**, radio-TV copy writer, elevated to production director for radio and TV.

WILLIAM BINZEN Jr. appointed television art director Hewitt, Ogilvy, Benson & Mather Inc., N. Y.

SCHUYLER HUNTER appointed account executive and elected vice president Cary-Hill Adv. Agency, Des Moines.

WALTER McCREERY, president Walter McCreery Inc., Beverly Hills, Calif., in N. Y. for several weeks conferring with agency clients and executives of his firm on fall plans.

ELEANOR SMITH, Young & Rubicam Inc., Hollywood, and George Milan plan June 30 marriage.

DINSMORE DINES 'EM

and SPONSORS SELL 'EM on WBEN's Luncheon Club

Housewives are in a mellow (and buying) mood when Ed Dinsmore's Luncheon Club takes over WBEN from 12:30 to 1:30, Monday thru Friday. Ed dishes out a menu consisting of generous helpings of smooth music, garnished with informal interviews with visiting personalities. Add a dash of chatter about the weather and things in general and you have the recipe for sales in the Buffalo area.

Ed is also emcee of Buffalo's popular Breakfast at the Lenox which means he's in solid with the ladies. Serve your sales message on his easy-to-listen-to Luncheon Club. See the Petry man in your vicinity for details about participation.

WBEN

NBC BASIC—BUFFALO

How Does it Feel to be . . .

Second Rate?

Well, maybe it depends on who's first. And maybe it depends on who's third . . . and fourth.

Anyway, Amarillo rated a red ribbon and Houston got the blue. (After all, there's only one Jesse Jones and only one Glenn McCarthy and only one Shamrock Hotel) Dallas placed third (Neiman-Marcus and all). And Tulsa also ran. The figures look fine.

Retail sales for the first three months of 1951 were up . . . over the first three months of 1950, like this:

HOUSTON	**+24%**
AMARILLO	**+22%**
DALLAS	**+21%**
TULSA	**+20%**

The figures are from the May 1, 1951 Retail Trade Report of the Business Division, Bureau of Census. The area covered is Oklahoma, Texas, Arkansas and Louisiana.

kgnc
710 KC 10,000 WATTS
AMARILLO, TEXAS

The only way to completely cover the "well-healed" Amarillo Market, by the way, is KGNC. Any O. L. Taylor man has proof of this!

new business

Spot . . .

OIL HEAT INSTITUTE of Washington and OREGON HEATING INDUSTRIES planning joint regional campaign starting about July 1. Agency: Pacific National Adv., Seattle.

SWIFT & Co., Chicago, for its premium chicken, to begin TV spot test campaign on WAGA-TV Atlanta shortly, with further expansion anticipated. This is first time product has been advertised on video. Agency: McCann-Erickson, Chicago.

GREEN SPOT Inc., L. A. (orange beverage), starting intensive weekly schedule of animated 20-second spots on TV stations in 10 major markets. Will expand into other TV markets as campaign progresses. Firm is using heavy spot radio schedules in various markets. Agency: Beaumont & Hohman Inc., L. A.

PERFEX MFG. Co., Shenandoah, Iowa (Perfex Super Cleaner, GlossTex Plastic Starch, Shina Dish, Dexol Powder Bleach), sponsoring *Midwestern Hayride*, WLW Cincinnati, Saturday, 6:30-7:30 p.m. EST, and participations on *Ruth Lyons Morning Matinee*, WLW, WLWT (TV) Cincinnati, WLWC (TV) Columbus, WLWD (TV) Dayton, Monday through Saturday, 8:30-9:30 a.m. EST.

PHILLIPS PETROLEUM Co. (on behalf of its dealers) purchases rights to televise, on delayed basis, Big Ten and Big Seven football games this fall. Both will be weekly feature game of each conference. Package originated by Ray H. Kremer, through his and Phillips' agency, Lambert & Feaslery, is unique inasmuch as no game sold on local basis will be duplicated in that area. Some 17 stations will carry this weekly feature.

CRAFTSHIRE SPORTS, N. Y. (misses and women's suits), names William Wilbur Adv., same city. Agency starting spot radio and TV campaign effective early September in all major markets, to be tied in with local department store outlets. TV commercials, mostly live, connected with women's shows. Length of contracts to depend on results in each market. Trudy Richards is account executive.

Network . . .

SUNBEAM BAKERS GROUP, N. Y., through Quality Bakers of America Cooperative, to sponsor *The Silent Weapon*, featuring Frederic March and Deborah Kerr in scientific drama commemorating 20th anniversary of enrichment of bread. Drama will be heard on ABC June 7, 8-8:30 p.m.

Agency Appointments . . .

JORDAN Mfg. Co., N. Y. (Sea Nymph swim suits), names Grey Adv., N. Y., as its agency.

BALL BROS. Co. of California Inc., El Monte, Calif. (freezer jars), names Davis & Co., L. A. Spot test campaign being considered for Sacramento, Stockton and San Francisco.

WILLIAM M. ALLISON & Co., N. Y. (Regency pistachio nuts), appoints Badger & Browning & Hersey, same city, to handle advertising.

LUTZ & SCHRAMM Inc., Pittsburgh, names Wasser, Kay & Phillips Inc., same city, to direct advertising. First television program is *Playbill*, WDTV (TV) Pittsburgh, Monday, 8:30 p.m. Firm plans expansion of promotional program if test run is successful.

Adpeople . . .

WILLIAM K. EASTHAM, assistant advertising manager Whitehall Pharmacal Co., N. Y., to Lever Bros. Co., same city, as brand advertising manager.

WILLIAM E. ROBERTS, vice president and director Bell & Howell, Chicago, named vice president in charge of operations for company.

FOWLER McCORMICK resigned Monday as chairman of board International Harvester Co., Chicago, after directors voted President JOHN L. McCAFFREY top executive officer of company. Mr. McCormick continues as a director, and reportedly owns about $10 million of company's preferred and common stock.

AS OF

JUNE 15TH

THE ONLY

ABC

AMERICAN BROADCASTING COMPANY

OUTLET IN

BOSTON

IS STATION

WLAW

50,000 WATTS

680 ON YOUR DIAL

ABC

THE ONLY NETWORK

WLAW

THE ONLY BOSTON STATION with this roster of stars

★

DREW PEARSON
TED MACK
BERT PARKS

★

WALTER WINCHELL
DON McNEILL
OZZIE AND HARRIET

★

ELMER DAVIS
LONE RANGER
BILL STERN

★

BETTY CROCKER
METROPOLITAN OPERA COMPANY
SCREEN GUILD PLAYERS
ROBERT MONTGOMERY

★

In Canada you sell 'em when you tell 'em!

IF you could walk into the living room of every sales prospect and sit down to tell him what your product will do for him—you could do a better selling job than in any other way. But the cost of selling this way is prohibitive—it certainly would be in Canada.

A LONG STRETCH

Canada is a vast country, stretching 4,280 miles from St. John's to Vancouver. All in all, it has 3,845,144 square miles of fabulous resources and unlimited potential. The Province of Ontario alone, Canada's second largest, is slightly larger than Texas, New York and Pennsylvania *combined*.

With an area roughly ¼ larger than the U. S., the Canadian population is less than 10% that of her neighbour; only 3.57 persons per square mile, compared with 45.1 in the U. S. But Canada's population is somewhat concentrated: 79% live in a narrow strip of land only 200 miles wide hugging the U. S. border.

A LARGE PROBLEM

These figures present a curious problem to anyone marketing a product in Canada. Obviously, it's easy to reach the large population centers. But that leaves a vast market untouched—a market that, in 1949, accounted for over $3,622,465,000 in retail sales—41.5% of Canada's total. Too often, manufacturers faced with this dilemma have either put all their advertising eggs in one basket or spread themselves too thin in an attempt to add rural coverage to the metropolitan.

The problem is: how to cover both urban and rural markets with a maximum number of sales messages for every advertising dollar expended.

Once you are aware of the problem, once convinced of the solution, then you are on your way towards exploiting this lucrative market.

IN CANADA YOU SELL 'EM WHEN YOU TELL 'EM!

T. J. Allard
General Manager

CANADIAN ASSOCIATION OF BROADCASTERS

37 Bloor St. West, Toronto.
109 Sparks St., Ottawa.

open mike

Richards Memorial

EDITOR:

Will your staunch publication undertake the lead in establishing a "Freedom of Radio" memorial in memory of G. A. (Dick) Richards, and accept contributions for that purpose from others of us in the industry who strongly believe in keeping radio free?

Dick Richards personified "freedom of radio" to such an extent that it will always remain inextricably associated with his name.

His death at the very climax of the supreme fight of his life to maintain radio's freedom is a sad but timely opportunity for others of us to keep the good faith alive—to perpetuate and extend it to future generations of broadcasters and other Americans so that never again, let us hope, will any man or station be forced to undergo similar travail.

There are hundreds of broadcasters who believe in keeping radio free just as zealously as he did. We did not have to make the personal fight, at our own expense, as he did. We can honor him for it in this way.

Will you undertake to accept contributions to this fund and hold them until a Committee of Trustees, to be selected among the radio industry, can be appointed by some appropriate authority (such as NARTB) to administer the fund and decide upon the best ultimate uses for it?

We would like to start the ball rolling with our check (attached). We believe that hundreds of other individuals, stations and organizations associated with radio will like to add their contributions—small or large—so that a permanent living memorial will continue, through all the years to come, to perpetuate one of America's most priceless possessions—Freedom of Radio.

Frank M. Headley
Frank E. Pellegrin
Paul R. Weeks
Dwight S. Reed
Carlin S. French
H-R Representatives Inc.
New York

P.S.—Also attached are contributions to this fund from KSTL St. Louis, Mo., and WATO Oak Ridge, Tenn.

[EDITOR'S NOTE: We concur in the view that this journal is not the appropriate authority to administer the fund, since that is a fiduciary and not a publication matter. We have therefore turned over to NARTB headquarters the checks submitted by H-R Representatives Inc. Those interested in tendering contributions should address them to the National Assn. of Radio & Television Broadcasters, 1771 N Street, N.W., Washington, D. C.]

ASCAP Rate Cut?

EDITOR:

Believing in the principle of pa
ing a fair rate for any service
receive, we now have reached
conclusion that ASCAP should
thinking of reducing their
mercial and sustaining rates
radio stations. A careful check
our logs for the past few mon
indicates that ASCAP music
on the decline. In line with
we have written Louis Weber
ASCAP as follows:

" . . . We find . . . that
music is considerably ahead
ASCAP, and, further, that as
continues in business, they are
ginning to have the 'standa
tunes. . . ."

Maybe if enough broadcaste
prod the NARTB we will get so
action on this.

Edwin Mullinax
General Manager
WLAG LaGrange, Ga.

* * *

Last Word

EDITOR:

All that Richard Marvin's
ticle, "New Dawn for Commercia
[BROADCASTING • TELECASTIN
May 28], needed for a construct
conclusion was the final senten
" . . . and that is why agenc
should use *filmed* commercials."

Our employes know of this ad.

William Lyons
Vice President
TV Films
New York

BERRY BILL

Urges 'Voice' Transf

LAWMAKERS from South Dak
apparently want to abolish
State Dept.—and are sticking
gether to attain a common end.

A companion bill to one
pending in the Senate was in
duced in the U. S. House of Rep
sentatives last month by Rep.
Y. Berry (R-S.D.). Like its p
ecessor (S 1389), sponsored
Sen. Francis Case (R-S.D.)
seeks to abolish the departm
and set up a Dept. of Foreign
fairs. The bill (HR 4084) al
would transfer the Voice of Am
ca to an Information Div. wi
the Executive Branch.

Like his fellow Republican,
Berry sponsored the measure
reorganize the Dept. of State
the interest of economy, efficie
and a more effective administra
of foreign affairs."

WOAI

DOMINANT BY DAY

WOAI 409,583 BMB FAMILIES

Above figures BMB+3.6% to 1951 based on ANA Report.

	1942	1951
WOAI RADIO FAMILIES	349,610	767,365
Deduct All TV Families (On basis used by ANA)		−41,500
		725,865
BASE HOUR RATE (Network)	$300	$340

WOAI'S RADIO FAMILIES INCREASED 108%. THE RATE INCREASED ONLY 13% WOAI INSTEAD OF CUTTING RATE AS ANA RECOMMENDS, MIGHT LOGICALLY INCREASE FROM $340 to **$624** or 84%

CLEAR CHANNEL · 50,000 WATTS

WOAI

SAN ANTONIO

San Antonio
25th AMERICA'S FASTEST GROWING MAJOR CITY

Represented Nationally by
EDWARD PETRY & COMPANY, INC.
New York, Chicago, Los Angeles, St. Louis
Dallas, San Francisco, Detroit

NEXT WEEK: WOAI DAY AND NIGHT

NOW...THE ULTIMATE IN CUSTOM RECORDING!

CAPITOL RECORDS OFFERS

a complete

Studio and Recording Services Division

● Here, at last, are Custom Recording facilities superlative in technical excellence and personnel... complete in the finest and latest equipment... luxurious in spacious studios and lounges and, wonderfully convenient!

● Artists, Producers, Recording Companies, Advertising Agencies and Advertisers have long expressed a desire for *custom* recording comparable to the fidelity and quality associated with the *major recording studios*... Now, Capitol makes its outstanding facilities available to all who demand the ultimate in sound reproduction!

● Whether your requirement be for a speech or a symphony... an organ number or audition... audience facilities for a radio or television extravaganza, Capitol's studios promise you perfection in the end result... comfort and convenience in the process!

S·R·S Capitol

DESCRIPTIVE FOLDER

Write or phone for this illustrated brochure containing complete information on services and studio facilities.

STUDIO & RECORDING SERVICES DIVISION
Capitol Records, Inc.
5515 Melrose Ave., Hollywood 38, Calif. • HEmpstead 7114
studios in Hollywood · New York · Chicago · Nashville

NAME_____

COMPANY_____

ADDRESS_____

In The Public Interest

DX Contest

DX CONTEST sponsored by WBKB (TV) Chicago, believed to have been the first conducted by a video station since experimental days, brought in 150 long distance calls during a nine-hour stretch in the station's Cerebral Palsy Telethon May 13. WBKB offered a Mercury car to the person calling from the greatest distance who reported consistent daily reception; could identify in detail for three minutes the picture being transmitted at the moment, and donated money to the cerebral palsy campaign. Calls from Los Angeles, Dallas, Tulsa and Kansas City were ruled out because of the freak nature of TV transmission. Within the first and second hours, those living within the 100 and 200 mile limit dropped out and were asked to stop calling. William J. Tong of Imlay City, Mich., 246 air miles from Chicago, won by a 10 mile lead. His contribution—$1.

To Fight Cancer

WAVZ New Haven, in cooperation with the local cancer drive, moved one of its control rooms to the window of a leading department store. Programming was carried on throughout the day. This effort helped swell the funds for the New Haven area.

Road to Success

WRNL Richmond, Va., reportedly was the only station to carry in its entirety the Richmond City Council's controversial public hearing May 21 on a proposed express route through Richmond. The hearing lasted from 7:30 p.m. to 2:15 a.m. Originally plans had been made to hold the hearing in a 5,000-seat auditorium, but because radio coverage was promised, the hearing was held in the Council Chamber, which holds fewer than 300. WRNL arranged to carry final voting of the City Council direct from City Hall May 23.

Quick Action

A WTVJ (TV) Miami news cameraman reportedly saved the life of a would-be suicide May 14 when he succeeded in getting rescuers to the scene before the man could leap from a 19th-floor ledge. Three WTVJ cameramen, Murray Zissen, Labe Mell and Bill Izzard, were on the 19th floor of the Dade County Courthouse to cover a routine assignment. Mr. Zissen noticed the disappearance from a room of a 26-year-old man, later identified as a Marine suffering battle fatigue. Mr. Zissen summoned help while his two colleagues prepared to cover the drama. Firemen forcibly rescued the unwilling despondent, and WTVJ gave the complete story to televiewers that evening. The event closely paralleled the plot of a movie, "... Hours," which was playing near... One newspaper editor reported disbelieved the story at first, thinking it a publicity stunt.

Safety Drive

DRIVE to reduce high accident rate throughout Florida has been undertaken by WIRK West Palm Beach during National Safety Month. Station is cooperating with Automobile Dealers Assn. Palm Beach police department, highway patrol and Citizens Safety Committee, offering special programs and spot schedule. Station Manager Joseph S. Field Jr. also is urging a statewide compulsory car inspection.

Kiwanis Auction

ON two successive nights, WTWN St. Johnsbury, Vt., cooperated with local Kiwanis Club in putting on *Kiwanis Radio Auction*. Local merchants were solicited by club members to donate an article and a total list was compiled and sent to all phone subscribers. Under the chairmanship of E. Dean Finney, WTWN general manager, and Richard Adams, assistant manager, special telephones were installed in studios and Kiwanis members took over as auctioneers for two hours each night. Proceeds of $1,500 was turned over to club for charitable purposes. Production was handled by Program Director Robert Webster.

Job Training

WFIL-TV Philadelphia and the Distributive Education Section of the local Board of Education jointly presented a program, *TV Rehearses on How to Apply for a Position*, before seniors at a local high school. A three-day TV program in all it showed how students can train for jobs and continue education.

Detroit Symphony

WJR Detroit, in the interest of good music, has presented programs to stimulate and encourage the movement to re-establish the Detroit Symphony Orchestra. Among these programs is the weekly series *Sunday Symphony*. On May 1[illegible] was announced that the Detroit Symphony Orchestra would be created under the leadership of a new organization, the Detroit Symphony Orchestra Inc.

More Air Power

KLIF

DALLAS, TEXAS

now

5000

5000 Watts—Daytime

1000 Watts—Nighttime

1190 KC

represented nationally by the JOHN E. PEARSON CO.

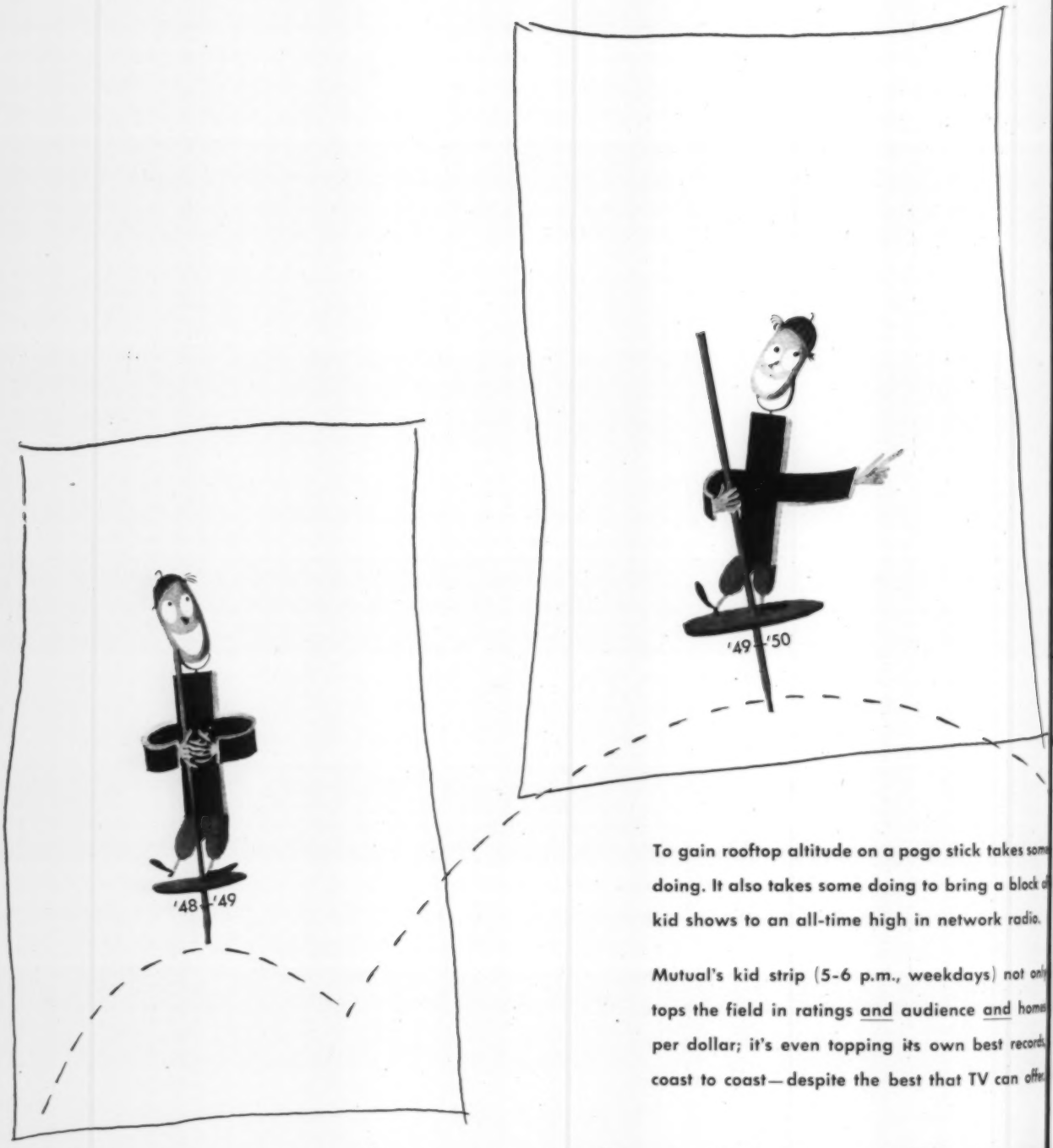
KLIF

THE McLENDON STATION

KEY STATION

OF THE

LIBERTY BROADCASTING SYSTEM



To gain rooftop altitude on a pogo stick takes some doing. It also takes some doing to bring a block of kid shows to an all-time high in network radio.

Mutual's kid strip (5-6 p.m., weekdays) not only tops the field in ratings and audience and homes per dollar; it's even topping its own best records coast to coast—despite the best that TV can offer.

Nielsen chalks it up →

OCT.–FEB	AV. RATING	AV. HOMES
'48-'49	4.7	1,807,000
'49-'50	5.3	2,104,000
'50-'51	5.7	2,349,000

Source: N. R. I. Avg. Aud., all sponsored shows, 5-6 p.m., Mon.-Fri

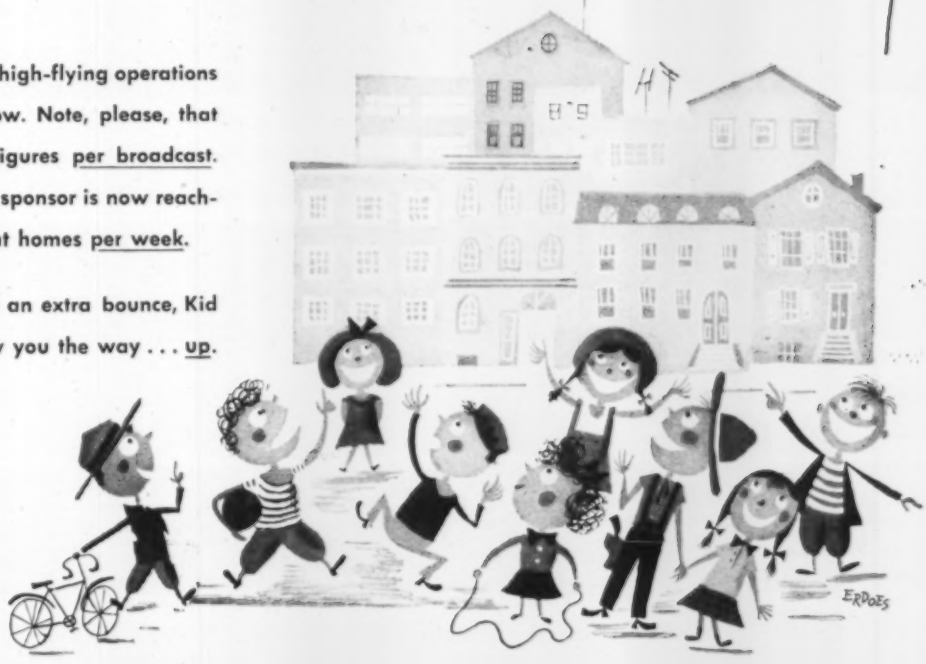
the difference is—

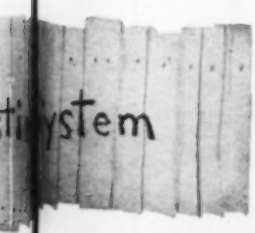
The MUTUAL Broadcasting Syste

Look, mom!

A three-year report on these high-flying operations is posted on the fence below. Note, please, that these are merely average figures per broadcast. Actually, a typical 3-a-week sponsor is now reaching nearly 5,000,000 different homes per week.

In case your sales could use an extra bounce, Kid PLUS is just the boy to show you the way . . . up.





NORTH CAROLINA IS 1 St.

North Carolina Rates More Firsts In Sales Management Survey Than Any Other Southern State.

More North Carolinians Listen to WPTF Than to Any Other Station.

and NORTH CAROLINA'S NUMBER 1 SALESMAN IS...

WPTF

also WPTF-FM

NBC AFFILIATE for RALEIGH, DURHAM and Eastern North Carolina

50,000 WATTS

680 KC.

NATIONAL REPRESENTATIVE FREE & PETERS, INC.

BROADCASTING
TELECASTING

Vol. 40, No. 23 WASHINGTON, D. C., JUNE 4, 1951 $7.00 A YEAR—25c A COPY

CBS COLOR STANDS

But Other Systems Have Chance If Good

THE LATCHSTRING is still out to other color television systems, but any new techniques offered to the FCC must incorporate drastic improvements over present standards before meriting consideration.

That is the gist of formal and informal sentiment at the Commission in the wake of last Monday's Supreme Court decision, spelling victory for CBS and the FCC. Commission sources readily admit they are "willing to be shown" any systems that might advance the medium and better serve the public. But it is stressed that the green light is now showing for the CBS system and, in the interests of color service now, it should not be held up unnecessarily.

FCC Chairman Wayne Coy himself expressed the Commission's willingness to keep the door open. Speaking last Tuesday before the Senate Interstate and Foreign Commerce Committee considering his re-nomination to the FCC (story page 27), he declared:

"It is not closed. It is never closed. The Commission is under a mandate of Congress to encourage new developments in the radio art. We could not, if we wanted to—if we were the most arbitrary set of people in the world—prevent a new development which could prove itself as being in the public interest."

Question also had been raised in some quarters as to what the Commission's attitude might be toward "bracket standards," or provision within receiving sets enabling them to operate on both CBS and present monochrome standards.

Set Issues

In its "first report" on color TV of Sept. 1, 1950, proposing adoption of the CBS system, FCC asked set manufacturers to indicate whether they could, or would, begin production of "bracket standard" sets so as to freeze the compatibility issue pending further study of the color question and alleged improvements in various systems. The proposal did not meet favorable response.

In its "second report" last Oct. 10, finalizing CBS standards, FCC noted:

"In view of the nature of the comments on bracket standards, we are not able to adopt them without a hearing. Such a hearing will be scheduled at a later date."

The hearing date has not been set. Although such a hearing was still termed "an open question" last week at FCC, it is doubted the Commission would use this avenue to provide for other color systems and thereby dilute its hard-fought CBS system victory.

However, some spokesmen at FCC pointed out that for all practical purposes bracket standards now exist. Any set maker wishing to sell CBS color sets in today's TV markets will have to include black-and-white provisions within the sets, it was explained, since colorcasts will be limited for some time to come.

Stress Wording

Commission authorities were disposed to place emphasis on the wording of the final color decision of last fall in which the procedure for others seeking color consideration is outlined as follows:

The Commission does not imply that there is no further room for experimentation. Radio in general and television in particular are so new that extensive experimentation is necessary if the maximum potentialities of radio and television are to be realized. Many of the results of such experimentation can undoubtedly be added without affecting existing receivers. As to others some obsolescence of existing receivers may be involved if the changes are adopted.

In the interest of stability this latter type of change will not be adopted unless the improvement is substantial in nature, when compared to the amount of dislocation involved. But when such an improvement does come along, the Commission cannot refuse to consider it merely because the owners of existing receivers might be compelled to spend additional money to continue receiving programs.

It is, therefore, contemplated that interested persons may conduct experimentation in accordance with experimental rules not only as to color television but as to all phases of television broadcasting. Of course, any person conducting such experimentation should realize that any new color system that is developed for utilization on regular television channels must meet the minimum criteria for a color television system set forth in our First Report.

In addition, any such system that is developed or any improvement that results from the experimentation might face the problem of being incompatible with the present monochrome system or the color system we are adopting today. In that event, the new color system or other improvement will have to sustain the burden of showing that the improvement which results is substantial enough to be worth while when compared to the amount of dislocation involved to receivers then in the hands of the public.

Last week's rapid-fire color television developments, in a nutshell, were:

- **Supreme Court affirms lower court ruling upholding FCC adoption of color standards (text of decision and Justice Frankfurter's doubting views, page 76).**
- **RCA announces it will go ahead with public demonstrations of its "improved, compatible, all-electronics system."**
- **CBS hails SCOTUS ruling, plans to initiate colorcasting by end of June.**
- **Set makers divide in opinion: Several smaller companies already with plans in advanced stage to market convertors, adapters and color sets; others with no plans, to await public acceptance.**
- **Government spokesmen see little hope of additional material**

(Continued on page 62)

Text of SCOTUS Decision Page 76

MBS CUTS RATES

Criticizes Rival Networks

THE FIRST—and radio leaders hoped devoutedly it would be the only—round of network radio rate reductions was completed last week as Mutual followed the lead of CBS, NBC and ABC by offering advertisers an extra 10% discount on afternoon and evening time plus a cut in Sunday afternoon rates.

A pro-tem Mutual Affiliates Advisory Committee, meeting to develop plans for a permanent MAAC, gave its approval to the rate adjustment and rapped the rival networks for making it necessary. MBS President Frank White also took the other networks to task.

Coupled with its approval of the new rate-and-discount plan, the MAAC went on record "to militantly carry out a plan for *positive* action" and pledged "our unceasing efforts in behalf of building AM broadcasting and supporting Mutual as the network whose objectives are completely in harmony with the wishes of a majority of the AM broadcasters of America."

The pro-tem MAAC elected Rex Howell of KFXJ Grand Junction, Col., as chairman and James Murray, KQV Pittsburgh, as secretary.

Mutual's rate-and-discount plan, which like those of the other networks would be effective July 1, reduces Sunday afternoon rates (12 noon to 6 p.m.) from two-thirds to one-half of the evening rate. Additionally, for all time periods from 1 to 10:30 p.m., through the week, advertisers would get an extra 10% discount on their net billings aside from all other discounts earned under the MBS rate card.

White Statement

President White, who received a vote of endorsement from the affiliates group, expressed confidence that these adjustments will enable Mutual to "meet the situation without resorting to the practices which have, in our opinion, aimed a wholly unwarranted blow at all broadcasting."

He said the reduction of Sunday afternoon rates amounted to discontinuance of "premium rates" heretofore charged "because of our higher ratings" in those hours. Similar premium charges "have long since been abandoned by other networks in effort to threaten our leadership in this important time segment," Mr. White asserted.

He said Mutual's approach to the problem "does not reduce the individual card rate of our stations nor does it reduce network service to our affiliates. And, far from permitting our program service to deteriorate, additional plans for strengthened programming are under way."

The MAAC resolution reiterated

(Continued on page 32)

'PENNEY' WISE

Store Chain Eyes Spot Pull

By J. FRANK BEATTY

THE billion-dollar J. C. Penney Co., national retail chain operating 1,608 stores, is giving radio a test.

In defiance of a hallowed anti-broadcasting policy of long standing, this large department store organization is preparing to assay the results of a month-long series of spot tests in several markets.

It is too soon for Penney officials to decide what radio has done, let alone decide whether to relax the chain's anti-radio policy. But this much is certain—sales of dresses, the tested item, are running far above the chain's average in its Silver Spring, Md., store.

This suburban community, spreading out of the District of Columbia's northern tip, is often called the fastest growing population area in the world.

The entire retailing industry, along with associated media and agency fields, will watch the results of the Penney tests. Broadcasters, too, are interested as they contemplate the traditional watchword: "Don't waste your breath trying to sell radio to Penney."

August Opening

The J. C. Penney store is relatively new to Silver Spring, having been opened only last August. It serves an immediate trading area of 250,000 persons, but draws regular traffic from an area of two or perhaps three times that large.

Since April 30 the Silver Spring store has been using six recorded spots a day—36 a week for five weeks—to promote the May Dress Carnival featuring summer cottons, according to James E. Crismond, commercial manager of WGAY Silver Spring.

It's not a sale, in the usual retailing sense, for J. C. Penney Co. doesn't go in for that sort of thing. Instead it's an event, concentrating on specially recorded announcements tied into storewide displays and staff cooperation.

Is radio selling J. C. Penney dresses?

Mr. Crismond asked Harry Martin, Silver Spring store manager, that question.

The answer—"Results from radio promotion of the dress carnival are very good, well above the average store in volume of sales, and twice the monthly average of the Silver Spring store. The dress salesmen are enthusiastic. They come in the office to hear the radio spots. Other salesmen ask, 'Why don't we have our merchandise on radio?'"

All this in an organization which has a strict policy against radio, except for openings of new stores.

The Silver Spring store's opening last Aug. 17 was a radio-stimulated event. The store used 36 one-minute spots over a four-day period before the doors opened. The result? One of the most terrific crowds in Penney history. In the pre-opening days the sales force used 15 telephones to contact Silver Spring people.

Sixty-five percent of those contacted by phone said they had heard about the opening on radio, Mr. Crismond was informed. The only other promotion was via a shopping paper, since Silver Spring has no daily newspaper.

A couple of other radio promotions have been equally successful. Last Washington's birthday the Penney store joined in a community-wide promotion campaign sparked by WGAY. At 8 a.m. Feb. 22 there were over 800 people waiting to get in the store though doors didn't open until 9.

Last Easter Saturday the store was mobbed for the unveiling of "the world's largest Easter Bunny." Brer Bunny, incidentally, hatched a seven-foot egg for the benefit of one of the community's largest gatherings — a radio-promoted gathering.

The May Dress Carnival is built around summer cottons in three price ranges—$5.98, $8.90 and $12.75. Each recorded spot features a particular item. The radio-advertised items are quickly sold and along with this business comes a general pickup in dress sales.

J. C. Penney stores have a liberal bonus plan. Salesmen tell the customers it is smart to buy two dresses. All salesmen are trained to be courteous and friendly.

Carnival Theme

The Silver Spring store is decked out in carnival atmosphere, which is carried through into caliope background music in the radio spots. The dress balcony overlooks the huge store, a Class A store with 35,000 feet of floor space. Streamers extend from the balcony out over the main floor displays. Windows are appropriately trimmed.

The Penney store in Silver Spring draws traffic from all over Northwest and Northeast Washington. It attracts customers from Hyattsville, College Park and other communities in Prince Georges County, Maryland. And it draws from Bethesda, Rockville, Olney and other Montgomery County areas. On top of that the store gets customers from Arlington and Alexandria, Va., where there are Penney stores. This presumably is due to the WGAY broadcasts. Interestingly, customers come from as far away (40 miles) as Frederick, Md., also site of a Penney store.

One of the Silver Spring store's toughest jobs is to keep the trading area aware of its presence. The community has a heavy migratory population, many of whom do their department store shopping in downtown Washington. Many of these residents have patronized J. C. Penney stores in their home towns. At this point radio has been doing a job for the store, especially since there are no community daily newspapers.

It is traditional in retailing that style lines are the hardest to get moving when a new store is opened. J. C. Penney Co. could pump up its dress carnival with exciting advertising in which fabulous claims would burst out of high-pressure tonsils and 120-point type. Instead the company prefers to sell regular lines and grow on a sound, steady basis.

Summed up, the policy probably runs about like this: "If it's good, you've got a customer."

T.V. ART DEPT.
A. CLUTZ V.P. FOR T.V.
W. DOAKS DIRECTOR OF T.V.
Z. SLAPBACK PROD. DIRECTOR T.V.
SCUTTLE BUTT, PINCHBOTTOM & JONES, AGENCY
Sid Hix

Drawn for BROADCASTING • TELECASTING by Sid Hix

The underground.

IN RECOGNITION of her outstanding work as co-founder of the United Cerebral Palsy Assn., Mrs. Leona H. Goldenson (r) was chosen "Woman of the Day" by Nancy Craig, AB commentator. Mrs. Goldenson's husband is president of United Paramount Theatres, which has just merged with ABC [BROADCASTING • TELECASTING, May 28].

TRANSITIONS

Advertisers Juggle Shows

RADIO and television network advertisers were still in the midst of renewals, shifts in time periods and some cancellations last week.

General Mills has renewed for another 52 weeks its *Stu Erwin Show—Trouble With Father*, Saturday, 7:30-8 p.m. on ABC-TV. Dancer - Fitzgerald - Sample, New York, is the agency.

Schlitz Brewing Co., through Young & Rubicam, will move its program (with a new format) from ABC-TV, Friday, 9-10 p.m. to CBS-TV, same night, same time. Actual switch may take place during the summer or early fall. The CBS period is being vacated by the Ford Motor Co.'s *Ford Theatre*, through Kenyon & Eckhardt, New York [BROADCASTING • TELECASTING, May 28]

H. J. Heinz Co. will sponsor a summer series, *A Life in Your Hands*, as a summer replacement for its *Adventures of Ozzie and Harriet*, Friday, 9-9:30 p.m. on ABC, which was renewed for the next fall through Maxon Adv. New York.

General Foods Plan

General Foods is dropping sponsorship of two of its daytime serials, *When a Girl Marries* and *Portia Faces Life*, both on NBC. But part of the money is going back into radio when GF picks up a quarter-hour of the *Don McNeill Breakfast Club*, on ABC [CLOSED CIRCUIT, May 28].

Lewis Howe Co. (Tums), Tuesday, 8:30-9 p.m., will continue to keep its time period on NBC next fall. Dancer - Fitzgerald - Sample, New York, currently is looking for a new comedy type show to replace its *Baby Snooks* program, as a result of the death of its star, Fanny Brice (see story page 55).

ANNUAL BLUE BOOK?

Advocated by Sen. Benton for Radio-TV

By DAVE BERLYN

LEGISLATION creating a National Citizens Advisory Board for Radio and Television which would act as a non-commercial watchdog over commercial broadcasting and would, in the words of its advocate, produce an "annual Blue Book," was introduced in the U. S. Senate last Thursday.

The measure was submitted by Sen. William D. Benton (D-Conn.) who, since making a fortune in the advertising agency of Benton & Bowles, has turned avidly to academic pursuits.

The advisory board he seeks to establish would be created by Congress and be responsible only to it, would act as a powerful influence on the FCC, would be given full assistance by the Office of Education in the Federal Security Agency.

Sen. Benton first presented his proposal at a special, one-day hearing before a special Senate Commerce radio subcommittee Thursday morning. Later that day he introduced a bill with co-sponsorship from Sens. Lester C. Hunt (D-Wyo.), John Bricker (R-Ohio) and Leverett Saltonstall (R-Mass.). He also submitted a joint resolution to the subcommittee and said he would later introduce it on the floor.

Major function of the board, Sen. Benton told the subcommittee, would be "that of a catalyst of listener and viewer opinion." Citing the FCC's "Blue Book" of 1946, he said it was "mild enough though it stirred up great controversy. It had good results—but they soon faded away." His advisory board, Sen. Benton said, would produce something like an "annual 'Blue Book.'" The resolution would:

- **Extend for another six months to a year the FCC freeze on TV allocations.**
- **Call upon FCC to grant TV station licenses on a yearly basis instead of the present three-year basis. According to FCC's newly-adopted final procedure on license renewal, TV licenses now are renewed annually [BROADCASTING • TELECASTING, May 21].**
- **Encourage the FCC to explore the "principle and potentialities of subscription broadcasting and to encourage its development in every legitimate manner."**
- **Create a National Citizens Advisory Board on Radio and Television "to provide both Congress and FCC the full benefit of the best available advice, counsel and guidance in fostering a national policy on broadcasting which best serves the public interest."**

The resolution would require assent of both houses and have the effect of law if enacted.

Sen. Benton's bill (S 1579) spells out the composition, responsibilities and procedure of the proposed board.

Sen. Ed C. Johnson (D-Col.), chairman of the Senate Interstate Commerce Committee and member of the special subcommittee, told BROADCASTING • TELECASTING that if the board would only evaluate programs, it might serve a purpose in "stimulating" telecasters. He said that could be the possible effect so long as the board did not become a "censorship ward."

Sen. Johnson touched on the wide field of programming in the television field, upon such open questions as to what program is "educational" or "harmful," which shows have "bad influence" on children and which commercials are in "good taste." All of these questions were popped by both Sen. Johnson and subcommittee Chairman Ernest W. McFarland (D-Ariz.) during the special hearing of Sen. Benton's views.

'Delay Provision'

However, Sen. Johnson expressed concern with what he called "the delay provision" in the resolution that would, in effect, extend the freeze on TV allocations. He said he has concentrated as chairman of the radio-powerful Commerce unit on the lifting of the freeze.

According to Sen. Benton's thinking, the board would be made up of 11 members, appointed by the President with advice and consent of the Senate. They would be private citizens "prominent in the fields of education or in the civic, cultural, or religious life of the country."

One of the members would be designated by the President as chairman, and one as vice chairman. No member would have any commercial interest in broadcasting stations or networks. He would be chosen on his individual qualification not on the basis of being a formal spokesman "for interested organizations."

Term of each member would be six years; four terms expiring at the end of two years; four at the end of four years and three at the end of the full six years. They would receive $50 for each day engaged in performance of the board's work and paid for travel and other expenses incurred.

The board would meet at least four times a year and would be permitted to employ professional, technical, clerical and other help and utilize "uncompensated" services. Routine management functions, including budgeting, accounting and procurement would be performed via FCC with both FCC and the Office of Education authorized and directed to furnish the board with records, information, statistics, data and other services requested.

A "continuing study" would be made by the board of a wide field of both radio and television programming. Some of these studies would be identical to those proposed by Sen. Benton's original resolution (S Res 127) which he introduced in the Senate last April [BROADCASTING • TELECASTING,

(Continued on page 34)

RICHARDS CASE STATUS *Awaits Will*

DISPOSITION of the long-pending FCC proceedings involving renewal of the licenses of the three stations owned by the late G. A. Richards—WJR Detroit, KMPC Los Angeles and WGAR Cleveland—will await probating of the will in California (see story of Mr. Richards' death in Detroit, this page).

Commission action, it was indicated, will await filing of pleadings on behalf of the estate. Louis G. Caldwell, attorney for the stations, said appropriate pleadings seeking disposition of the properties will be filed as soon as the will is probated.

Mrs. Richards and her daughter, Mrs. Sibley Moore, expect to remain in Detroit for the time being.

Benedict P. Cottone, FCC general counsel who handled the hearings in the case, said the Commission will give full and fair consideration to any transfer plan for the stations that might be offered.

John F. Patt, president of the Richards stations, said no change is planned in personnel or operations of the stations. His announcement follows:

"To dispel any rumors to the contrary, I am happy to say that the managements, officers and boards of directors of the three stations will remain intact, in hands of the men who have been Mr. Richards' associates during the past several years.

"At our next regular board of directors meeting, there will be election of a director to fill the vacancy created by Mr. Richards' death.

"Worth Kramer, vice president and general manager of WJR; Carl George, vice president and general manager of WGAR; and Robert O. Reynolds, vice president and general manager of KMPC, together with me and our fellow officers, intend to carry forward all operations and projects in which our companies have been interested, including programming, sales promotion, engineering and public service. It is our earnest hope and plan to be in television at the earliest possible date and to pursue vigorously the applications we have on file for such facilities.

"We believe that both radio broadcasting and television have a brilliant future in the economy and life of America and we expect WJR, WGAR and KMPC to reach new heights in service to their communities and the nation."

1889 George Arthur Richards 1951

THE aggressive career of a pioneer broadcaster, George Arthur (Dick) Richards, 62, came to a close in the early hours of May 28. He was chairman of the board of the G. A. Richards Stations (WJR Detroit, WGAR Cleveland, KMPC Los Angeles).

For many years he had suffered from a serious heart ailment, restricting his business activities and forcing him to avoid undue excitement. His condition became serious the afternoon of May 25. He was taken to Harper Hospital, Detroit, but died at 1 a.m. last Monday after rallying several times.

Immediate cause of death was a large abdominal aneurysm (dilated artery) and general breaking down of the blood vessels.

Funeral services were held Wednesday morning from the William R. Hamilton Funeral Home, Detroit.

Among those present were Capt. Eddie Rickenbacker, president of Eastern Air Lines; Lee Jackson, president of Firestone Tire & Rubber Co.; H. T. Keller, president of Chrysler Corp., and Rev. Charles E. Coughlin.

Rev. James W. Fifield Jr., pastor of the First Congregational Church of Los Angeles, delivered the eulogy. He minced no words in ascribing Mr. Richard's demise to worry associated with the FCC proceedings.

Mr. RICHARDS

* * *

Dr. Fifield, who had testified on Mr. Richard's behalf before the FCC, said in part:

The circumstances of his fight for freedom in America you well know. Mr. Richards gave his life for freedom or is it more accurate to say that his life was taken by those who sought to destroy freedom. He was always very plain spoken. I consider

(Continued on page 91)

IN REVIEW..

A JOKE that several years ago was so popular it even appeared in *Reader's Digest*, the standard source work for Rotary toastmasters, made its way to television last Tuesday in a bit performed by a professional comedian who should know better.

In the improbable event that anyone missed it several years ago, the joke may be summarized as follows: A man runs into a barber shop shouting . . . "Mr. Smith, your house is on fire." A customer leaps from the chair and flees into the street before stopping to say: "What am I running for? My name's not Smith."

Age has not improved this story and the story did not improve the debut of Jack E. Leonard as the star of *Broadway Open House*. The joke is mentioned here only because it was a fair sample, possibly a cut above the average level, of the material that was provided to Mr. Leonard by a band of writers who, on the record, must be settling an old score with him.

Nor was Mr. Leonard gifted enough to rise above the treasonable work of his gag men. He is a fat, but not particularly jolly man. At times he did an elephantine dance or minced heavily about the stage in an effort to evoke humor from his physical condition. All he succeeded in proving was that gracefulness is the domain of the thin and that the sight of blubber jiggling is more suited to burlesque than to the home even at the hour before midnight.

Until recently this program featured Jerry Lester, whose presence somehow lent it an informal air that at times made excellent late evening television. Although Mr. Leonard has inherited some of Mr. Lester's supporters, notably Dagmar, who is a phenomenon on her own, he has not inherited the ease of performance that marked the program during Mr. Lester's incumbency.

To be successful, this kind of program must convey the belief that the performers are enjoying themselves and that the audience is eavesdropping on sort of a private party attended by amiable and talented friends. Last Tuesday the performers managed only to show that they were *trying* to have a good time. As is known to anyone who has attended a party at which that condition existed, it was a rather dull romp.

Mr. Leonard, judged by his maiden appearance, will have to become a nicer guy, the kind you would not mind cutting up with at a social affair, before the personality of this program is retrieved. If he continues to rely as heavily on his writers as he did last Tuesday, he will have to be given a more substantial script.

PROGRAM FACTS

Program: "Broadway Open House," May 29.
Sponsor: Anchor-Hocking Glass
Stations: 16 NBC-TV.
Producer: Ray Buffum
Assoc. Prod.: Cal Howard.
Director: Jac Hein.
Writers: Jack Douglas, Henry Taylor, Marty Roth, Al Sproul.
Agency: Wm. H. Weintraub Co.
Cast: Jack E. Leonard, Dagmar, Eileen Barton, vocalist; Buddy Greco, vocalist; Ray Malone, Dancer; Kirby Stone Quintet.
Announcer: Frank Gallop.

KBA MEETING

Set June 7-8, Louisville

CARL HAVERLIN, BMI president, and William B. Ryan, BAB president, head a list of speakers scheduled for the annual mid-year meeting of the Kentucky Broadcasters Assn. Thursday and Friday at the Hotel Seelbach in Louisville.

Also to speak are R. T. Mason, WMRN Marion, Ohio, district director of NARTB, and Oliver Gramling, Associated Press assistant general manager.

Registration, executive and business meetings will consume Thursday morning sessions.

Mr. Mason is then to address a luncheon meeting.

Thursday Session

Thursday afternoon will be devoted to a sales session featuring the following panel: Mike Layman, WSFC Somerset, chairman; Harold E. King, WPKE Pikeville; Ed Willis, WLAP Lexington, and one other member to be announced.

A special feature of the sales session will be a talk by Mr. Gramling on "Your News and Its Revenue Potential."

Friday morning sessions will open with a panel discussion on high school sports broadcast fee problems. Panel members are to be Sam Livingston, WKYB Paducah, chairman; J. W. Betts, WFTM Maysville; F. E. Lackey, WHOP Hopkinsville, and Ken Given, WLBJ Bowling Green.

Later Friday morning, Mr. Haverlin is to talk about his new plan for the use of concert music and Ken Sparnon will discuss BMI's search for new composers.

Mr. Ryan is to address Friday's luncheon meeting of the group.

That will be followed by a session on television, with emphasis on the outlook for smaller markets. This has been arranged by Joe Eaton, WKLO Louisville, panel chairman.

Panel members include Robert Lemon, general manager, WTVI (TV) Bloomington, and Maxwell Probst, of the Falls City Supply Co., an engineer and authority on television receivers.

The mid-year meeting will close with cocktails and a dinner. A floor show has been arranged by J. Porter Smith, WGRC Louisville.

Registration fee will be $12.50 per person, which will include tickets to the two luncheons, the dinner and floor show. Extra luncheon tickets will be available at $2.50 each and extra tickets to the dinner and floor show will be $7.50.

GRABHORN NAMED

Will Become WPTR Manager

APPOINTMENT of Murray B. Grabhorn as general manager of WPTR Albany was announced last week by Robert L. Coe, radio and television consultant for the Schine interests. Mr. Grabhorn, former vice president of ABC and general manager of WJZ New York, will assume his new post June 15.

Mr. Grabhorn

Mr. Coe, who has been acting as WPTR general manager for the past year, said that he plans to develop his management consultant practice from his New York office.

ABC OKAYS MERGER

UPT Meets Wed.

SECOND in the succession of steps required for completion of the ABC-United Paramount Theatres merger [BROADCASTING • TELECASTING, May 28] was taken last week when the ABC board of directors met and gave quick approval of the $25 million stock plan.

The UPT board is expected to follow suit at its own meeting, slated Wednesday. It also plans to set the date for UPT stockholders meeting—probably after mid-July—to pass upon the merger. The ABC stockholders' meeting date has not yet been fixed. The ABC board meeting was Monday.

Aside from the first step—the coming to terms after a series of other negotiations involving sale of the network had ended in failure—the largest hurdle confronting the deal appears to be the final one: Approval by FCC. The intermediate steps—approval by the respective boards and stockholders—are seen as matters of form.

After the first few days of hectic activity and speculation, the merger front quieted last week. Details of the complex and far reaching plan, spokesman said, were in the process of being worked out. Paramount authorities were still hopeful that all necessary clearances, including FCC's, could be obtained in time for consummation of the merger by late July or early August, but an August date looked more likely than July.

Executive Status

The combined company, to be known as American Broadcasting-Paramount Theatres Inc., would be headed by UPT President Leonard H. Goldenson, with ABC President Robert E. Kintner as president of the radio and television division. Mr. Noble, who owns 57% of the ABC stock, would be chairman of the finance committee of the AB-PTI board. UPT would seat 13 board members and ABC five.

Robert H. O'Brien, secretary, treasurer and a director of UPT, has been designated executive vice president of the radio-TV division of the proposed new company, while Robert M. Weitman, a UPT vice president, has been named to serve as vice president in charge of radio-TV talent development.

John H. Mitchell, general manager of UPT's WBKB (TV) Chicago, which CBS would acquire from the new company for approximately $6 million, has been expected to move with other top WBKB executives into the management of ABC's WENR-TV Chicago when the merger is completed. There were reports last week, however, that Mr. Mitchell may get a high-level TV technical post with the new company in New York.

Under terms of the agreement announced by Messrs. Noble and Goldenson, ABC stockholders will receive $7.50 in new common stock and $7.20 in new preferred stock in exchange for each ABC share they hold. This would mean the issuance of $24,828,000 in new stock for outstanding ABC stock. For his 57% interest, Mr. Noble would receive $14,342,000 in new stock.

COY NOMINATION

Senate Completes Hearing

INITIAL phase of Senate confirmation for Wayne Coy to be chairman of FCC the next seven years, beginning July 1, neared completion last week.

President Truman had nominated Chairman Coy for reappointment to the Commission a fortnight ago [BROADCASTING • TELECASTING, May 28]. He has served as chairman since 1947, filling out the unexpired term of Charles R. Denny.

Summary approval by the Senate Interstate Commerce Committee, which held a one-day hearing on Chairman Coy's nomination last Tuesday, was expected in either special committee session or at its regular executive meeting June 13. Then, the way will be paved for formal Senate action.

Under gentle prodding by Sen. Warren D. Magnuson (D-Wash.) with assists and commentary from Chairman Ed Johnson (D-Col.) FCC's helmsman answered questions during the hearing which cut across a wide field affecting broadcast policy. Most of the time consumed was postcript to the color decision handed down by the Supreme Court the previous day (see story, page 23).

Chairman Coy answers Senators' questions during the hearing on his nomination for reappointment to FCC for another term.

* * *

FCC's Stand

As sketched for the Senators by Chairman Coy, FCC's position generally is this:

- Chief problem is to reduce the workload and general administrative burden without cutting into time needed for policy making.
- Expectation of a new "avalanche" of applications and hearings within the year because of television.
- Assumption that FCC will operate on a smaller budget, although Chairman Coy disclosed Senate Appropriations Committee thinking along lines of restoring $400,000 of the $575,000 cut by the House early this month from a proposed $6,850,000 budget for fiscal 1952.

On color television, Chairman Coy, who pointed out that he was giving his own opinion, had this to say:

- The Supreme Court has stated "clearly" in its decision that FCC was not "arbitrary or capricious" (as had been contended by RCA) in its color decision.
- The door is not closed to the development or improvement of any color television system, which when tested in the field, shows a "reasonably good chance" of replacing the approved system.
- FCC would have preferred a compatible system "that would work."
- Until someone broadcasts color regularly there is no public incentive to buy color sets or to convert current receivers for color reception.
- Expectation that there will be "some color coming into the market" by this summer's end.

Both at the outset of the hearing and upon its conclusion, Sen. Johnson commended the FCC chairman, who, the Senator said, has performed a "splendid job" as chairman. The Coloradan said Chairman Coy has "the finest conception of what is the public interest of any person appearing before this committee as a nominee for FCC."

Chairman Coy commented that he was very grateful to Sen. Johnson for this endorsement, because "so few people like what we do perhaps I am oversensitive to the comments you have made." He said he had accepted the re-appointment because "deep down in my heart I want it and I like what I am doing." Sen. Johnson noted that Chairman Coy had turned down "attractive offers" from private industry but had decided to stay in government service.

Sen. Johnson said many things have happened in the communications field during Chairman Coy's tenure, and that he had proved himself "alert" and of "excellent judgment."

Capehart Questions

Since Chairman Coy is considered from the state of Indiana—he is a Democrat—letters of inquiry had been sent to Indiana Sens. Homer E. Capehart and William E. Jenner, both Republicans, Sen. Johnson revealed. He said no answer had been received from Sen. Jenner. However, Sen. Capehart indicated in his letter he had some questions to ask Chairman Coy, but the committee's third ranking Republican did not appear for the hearing.

Senate Majority Leader Ernest W. McFarland (D-Ariz.), who heads the Commerce radio subcommittee, was present for a short period but was silent.

Sen. Magnuson sparked most of the questioning. He asked about the FCC workload and how the agency could expedite its handling of cases. Chairman Coy explained that time must be available for the Commission to pay attention to policy problems and "the domestic, economic and social" problems involved.

Chairman Coy said the mounting case load within the Commission must be considered along with the staffing problems made necessary because of limited appropriations.

Procedure Issue

Questioned by Sen. Magnuson on how FCC procedure on hearing cases could be simplified, Chairman Coy said the Commission was limited by the Administrative Procedure Act which requires FCC to afford all interested parties in any proceeding a full and equal opportunity to be heard.

However, Chairman Coy said that the penalty in slowness was worthwhile "in the protection we give to the people who might not otherwise get it."

In pointing up delay in processing of applications and hearings at FCC, Sen. Magnuson stressed the still pending Senate ratification of the North American Regional Broadcasting Agreement. He asserted that after two years of careful study the treaty still has not been considered. But it was quickly pointed out to the Senator by both Chairman Coy and Sen. Johnson that it is the Senate itself, where the agreement has been bottled in the Foreign Relations Committee since Feb. 5, 1951 [BROADCASTING

(Continued on page 74)

WMIE OWNER

FCC To Eye Returns Of McBrides

By LARRY CHRISTOPHER

FCC WANTS to take another look at the income tax returns of Arthur B. McBride and his son, Edward J. McBride. FCC also would like to confer with Bureau of Internal Revenue employes "who conducted the investigation of the McBrides for the Bureau."

Purpose: To help resolve the "question of ownership" of Continental Press, national racing news service attacked by the Senate Crime Investigating Committee, "inasmuch as it may have a direct bearing on the question of whether or not Sun Coast Broadcasting Corp. is qualified to be the licensee" of WMIE Miami. Arthur McBride is a principal stockholder in Sun Coast.

FCC's intent was disclosed last week by carbon copies of letters by FCC General Counsel Ben Cottone and Chairman Wayne Coy contained in the public docket of the WMIE case. They were addressed respectively to Commissioner of Internal Revenue George J. Schoeneman and Secretary of Treasury John Snyder.

A fortnight ago the Commission issued an order staying the effectiveness of the March 14 initial decision by Hearing Examiner Leo Resnick to grant consent to WMIE for assignment of its construction permit from Lincoln Operating Co. as trustee for Sun Coast Broadcasting Corp. to Sun Coast itself [BROADCASTING • TELECASTING, May 21, March 19]. The order explained the initial ruling was stayed "pending a further review by the Commission."

Examiner Resnick's decision concluded Continental Press has not violated any laws and that no evidence was produced during the WMIE transfer hearing respecting Arthur McBride's reputation or past ownership of Continental Press to disqualify him from being a radio station stockholder. The examiner further noted the testimony of prominent witnesses praising the integrity of Mr. McBride.

Kefauver Challenges

His initial ruling, however, was subsequently challenged by Sen. Estes Kefauver (D-Tenn.), former chairman of the Senate Crime Investigating Committee. The committee's conclusions charged that Continental Press is linked with organized illegal gambling.

FCC once granted its general counsel additional time in which to consider filing exceptions to the Resnick ruling, but Comr. George E. Sterling, acting as motions Commissioner, later denied a second such extension because insufficient reasons were given for further delay.

WMIE's counsel, Paul M. Segal, vigorously opposed further delay on grounds of economic and other injury to WMIE. He charged that additional delays in the case "have played into the hands of malicious and unscrupulous competitors of WMIE who have long been seeking to destroy it" [BROADCASTING • TELECASTING, May 14].

FCC General Counsel Cottone's letter to Commissioner of Internal Revenue Schoeneman, dated April 18, stated:

There is pending before this Commission a proceeding involving a corporation a considerable portion of whose stock is held by one Arthur B. McBride of Cleveland, Ohio. His son, Edward J. McBride of Cleveland and Miami, Fla., holds himself out to be the sole owner of Continental Press. In August of 1949 the Secretary of Treasury authorized an examination of the tax returns of both Arthur B. and Edward J. McBride by an attorney on my staff.

Since 1949 several legislative hearings and inquiries have been held concerning the activities and ownership of Continental Press and the question as to who actually owns and controls Continental Press is an important factor in the proceeding pending before the Commission. Will you,

(Continued on page 38)

Top Echelon of New FCC Broadcast Bureau Which Commences Operation Today

Mr. Plummer Mr. Kittner Mr. Doty Mr. Barr Mr. Braum Mr. Dobin Mr. Ford

* * *

CURTIS B. PLUMMER
Chief of the Broadcast Bureau

Curtis B. Plummer's FCC service dates back to 1940 when he joined as a radio inspector in Boston, becoming assistant monitoring engineer at various monitoring stations before going to Washington as an associate radio engineer in 1941. He became an FCC radio engineer in 1942 and two years later was named assistant chief of the AM Broadcast Engineering Section. In 1945, Mr. Plummer was promoted to acting chief of the TV Broadcast Div. and the following year became chief of that division.

On April 3, 1950, he was named FCC Chief Engineer after that post had been vacant more than a year.

Mr. Plummer also has served as vice chairman of the U. S. delegation to the first meeting (Geneva, 1948) of the planning committee for the International High Frequency Broadcasting Conference, ITU, and of the planning committee meeting (Mexico, 1948) for the same conference. He was adviser to the American delegation to the subsequent major conference in Mexico City that same year, and for the delegation to the Fourth Inter-American Radio Conference in Washington in 1949.

A native of Boston, the 38-year-old Mr. Plummer was graduated from Hebron Academy in 1931 and received his B.S. degree from the U. of Maine in 1935. Prior to joining the FCC, his engineering work included tenures at WHEB Portsmouth, N. H., and WGAN Portland, Me.

* * *

JOSEPH M. KITTNER
Assistant Chief, Broadcast Bureau

Joining the Commission in 1941, Joseph M. Kittner served in the War Problems Div. and later transferred to the Litigation and Administration Div. Then he served, in turn, as chief of the Administration and Litigation Section. On May 17, 1948, he became Assistant to the General Counsel. In 1947 Mr. Kittner was a member of the U. S. delegation to the meeting of technicians in connection with the North American Regional Broadcasting Agreement. Since that time he has also served in similar capacities on NARBA negotiations.

Born in 1917 at Weldon, N. C., Mr. Kittner was graduated from the U. of North Carolina in 1937 with a B.S. degree. Two years later he received his LL.B. from the same university.

* * *

JAMES E. BARR
Chief, Aural Facilities Div.

Interested in radio since he obtained his amateur license at the age of 14, James E. Barr joined the FCC in 1938 as an engineer in the New York field office. He went to Washington with broadcasting engineering in 1940. For a time he was chief of the Standard Broadcast Div., and in 1950 was named chief of the Aural Broadcast Div.

Born in Fort Worth, Tex., in 1907, Mr. Barr studied electrical engineering at Georgia Tech and Southern Methodist U. As a lineman, cable splicer and in general outdoor construction work, he worked five years with the Southwestern Bell Telephone Co. Prior to joining the Commission, he spent five years with Southwest Broadcasting Co. (KTAT Fort Worth, KTSA San Antonio, KOMA Oklahoma City, WACO Waco and KNOW Austin).

* * *

CYRIL M. BRAUM
Chief, Television Facilities Div.

Cyril M. Braum joined the FCC in 1937 as a radio inspector in the Chicago field office. Three years later he transferred to Washington with broadcast engineering. From 1942 to 1945 he was chief of the Non-Standard Broadcast Application Section. He became acting chief of the FM Broadcast Div. in 1945, and the following year was promoted to chief of that division. In 1950 Mr. Braum was named chief of the Television Broadcast Div.

Born in 1907 at Sacred Heart, Minn., Mr. Braum was graduated in 1929 from the U. of Minnesota as Bachelor of Electrical Engineering. From 1929 to 1937 he was engaged in engineering work in connection with radio broadcasting, theatre sound equipment and police radio fields.

* * *

DWIGHT D. DOTY
Chief, Renewal and Transfer Div.

Joining the Commission's legal staff as a broadcast attorney in 1947, Dwight D. Doty became chief of the AM Branch of the Bureau of Law's Broadcast Div. in 1948.

Mr. Doty was born in Washington, D. C., in 1906. He was graduated from Georgetown U.'s School of Foreign Service in 1928 with a B.F.S. degree and received his LL.B. from the Law School of that university in 1934. For several years he was law clerk to Judge Oscar E. Bland of the U.S. Court of Customs and Patent Appeals. From 1942 to 1947, with the exception of

(Continued on page 38)

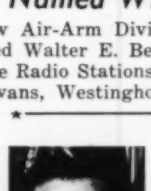
AIR-ARM
Benoit Heads Westinghouse Div.; Baudino Named WRS Manager

IN A MAJOR move to man its new Air-Arm Division, Westinghouse Electric Corp. last Friday transferred Walter E. Benoit, vice president and general manager of Westinghouse Radio Stations Inc., to the agency as manager, according to Walter Evans, Westinghouse Radio Stations president.

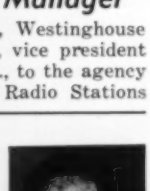
Joseph E. Baudino, manager of KDKA Pittsburgh, succeeds Mr. Benoit as general manager of WRS. Both appointments are effective July 1.

As manager of the new plant, under construction at Friendship International Airport, Baltimore, Mr. Benoit will be responsible for design, manufacture and sale of specialized military production of electronic equipment. The new division is part of extensive Westinghouse electronic expansion. Equipment designed to advance aerial warfare "a step closer to the pushbutton stage" will be built at the plant.

Mr. Benoit will operate at the Westinghouse Electronics and X-Ray Division, Baltimore, until completion of the Air-Arm Division's 400,000-foot plant at Friendship. By the end of the year the plant is to be producing automatic computers to direct gun and rocket fire, radar and automatic pilots for fighter planes, guided missiles and airborne armament systems.



Mr. Baudino



Mr. Benoit

The new assignment comes in the 36th year of Mr. Benoit's service with Westinghouse. He has assumed a wide variety of assignments in radio and broadcasting operations. Before assuming active direction of WRS in 1948 he had been on temporary assignment during organization of Industrial Electrica de Mexico, Mexico City, under a plan sponsored by Westinghouse to export American industrial knowhow to foreign countries.

Mr. Benoit joined the forerunner Westinghouse Electronics Division at Chicopee Falls, Mass., in 1915. With rapid expansion of the Eletronics Division in Baltimore he planned and installed accounting operations to accommodate a spectacular wartime expansion that saw production of the division syrocket to more than 138 times its prewar volume. In June 1944 Mr. Benoit was named assistant to the vice president for radio, now the Industrial Electronics, Home Radio & X-Ray Divisions, along with WRSI. In December of the same year he was elected a vice president of the broadcast subsidiary and in 1947 became a member of its board of directors.

Mr. Baudino joined Westinghouse in 1927 after graduating from the U. of Illinois. He has been associated with broadcast activities in engineering and business administrative capacities at stations and offices in Pittsburgh, Boston and Philadelphia over the past 24 years.

His new duties comprise Washington headquarters management of WRS, including WBZ-WBZA Boston-Springfield, WBZ-TV Boston, KYW Philadelphia, KDKA Pittsburgh, WOWO Fort Wayne, KEX Portland, and FM stations.

RELAX RESTRICTIONS?

NPA Sees Relief

By JOHN OSBON

PROSPECT that restrictions on radio and television facilities may be relaxed in certain instances through utilization of existing equipment was held out last week by a top government allocations official [BROADCASTING • TELECASTING, May 28].

Manly Fleischmann, National Production Authority administrator, told an NARTB delegation that relief may be provided where broadcasting stations desire to increase their power or begin TV operation by using already-constructed facilities and desist from making too heavy demands on structural steel.

Mr. Fleischmann expressed this belief last Thursday during a meeting with NARTB President Justin Miller, his delegation and staff members of NPA. At the same time he urged NARTB to furnish background material which would serve as a basis for review of "permissive" cases where authorization would not be required.

Other points underscored by the NPA administrator include these:

- NPA will seek the counsel of the FCC, in such cases, to determine whether "the public interest" would be served.
- FCC should continue to issue licenses, since current controls are predicated on the availability of materials as they arise.
- Broadcasters would run a risk to commence construction in cases where materials have not already been secured.
- NPA will attempt to aid in procurement of critical materials in cases in which building permits are granted if there is a "showing of need."
- Despite current interpretation, all applications for building permits from NPA will be accepted and studied by its field offices and then forwarded, along with comments, to Washington headquarters for "further consideration and decision."

Action in Field

NPA had indicated earlier that applications could be acted upon by field offices in cases involving less than 50 tons of steel, "or not exceeding $1 million in construction costs." Mr. Fleischmann assured Judge Miller, however, that the decision would be made at top level.

It was stressed that broadcasters are obligated to make an adequate presentation to local offices, which will make its own recommendations to NPA. Broadcasters are not required to file applications in cases involving erection of partitions consuming less than 25 tons of steel or costing less than $5,000 a year. They must apply, however, on elaborate "modernization" projects, for which public necessity will be the yardstick.

Asked whether NPA would desire statistics on available transmitters in stock, the NPA administrator pointed out that material shortages will result in a limitation of their production and that the government has no intention of forbidding construction of new transmitters.

A typical case was then posed: A radio station launches TV broadcasting simply by adding a TV antenna atop an existing tower or building and installing an already-made transmitter.

Mr. Fleischmann said these considerations would govern: (1) availability of materials; (2) a showing that the public interest is involved; and (3) the question of financial hardship involved in partially-completed construction.

In such a case, he told NARTB, NPA will seek counsel from the FCC with which it confers "on all matters relating to broadcast stations."

FCC General Counsel Benedict Cottone said last week that doubtless the Commission will be guided largely by NPA in the exercise of its licensing policy for new AM-FM-TV stations, involving construction permits, cases now in hearing, TV allocations, etc. It was strongly indicated that FCC would go along with Mr. Fleischmann's belief that it should continue to issue licenses, with little or no substantial change in policy.

Mr. Fleischmann told the NARTB group that military demands require the deferment of grants for construction to conserve materials in short supply, and noted that controls are based on availability of materials. He also revealed that all structural steel will be allocated, beginning about Sept. 1. By that time, the government's Controlled Materials Plan for steel, aluminum and copper will be combined with the building order.

The NPA administrator, asked whether transmitters are considered personal property or part of station construction, said his legal staff would have to resolve that interpretation.

NARTB promised to set up an advisory committee to take part in conferences such as the one called for last Thursday at the request of Judge Miller. Other NARTB representatives attending were Harold E. Fellows, president-elect; Thad E. Brown Jr., TV director; Ralph W. Hardy, government relations director; Vincent T. Wasilewski, attorney; Robert K. Richards, public affairs director;

(Continued on page 36)

TV and radio network heads harmonized May 29 at New York's Center Theatre as part of the Pint Parade Review. The review was presented before 3,000 members of the united entertainment industry who donated a pint of blood each for the Red Cross blood bank in Korea. Harmony among the network chiefs was sounded by (l to r) Robert Kintner, ABC; Joseph McConnell, NBC; Frank Stanton, CBS; Frank White, MBS, and Comdr. Mortimer Loewi, of DuMont.

NARTB BOARD

D.C. Meeting Opens Today

NARTB's radio and TV boards of directors meet this morning (Monday) in Washington to work out joint trade association problems and to take part in installation of a new president, Harold E. Fellows, who has resigned from WEEI Boston to accept the key position.

Mr. Fellows will be formally installed tomorrow evening at an inaugural dinner. Proceeds of the $20-a-plate dinner will go to the Johnny Gillin Memorial Fund. Mrs. Gillin will accept a check from NARTB on behalf of the tribute to her late husband.

Judge Justin Miller will be sworn in as first NARTB board chairman during the benefit dinner. Judge Bolitha Laws, of the U. S. District Court, District of Columbia, will swear in Judge Miller who in turn will install Mr. Fellows in the presidential post which Mr. Miller has occupied since October 1945.

The dinner will be held in the Presidential Room of the Hotel Statler, with high Washington figures in attendance. A pre-dinner reception will be held in the Congressional Room. Broadcast Music Inc. will be host at this event.

The two boards will meet separately today and tomorrow morning [BROADCASTING • TELECASTING, May 28]. They convene jointly at noon at the Hotel Mayflower, continuing through Wednesday afternoon. Sen. Edwin C. Johnson (D-Col.), chairman of the Senate Interstate & Foreign Commerce Committee and president of the Western League, will discuss the baseball broadcast-telecast situation at the Wednesday luncheon.

Pre-board meetings over the weekend included the Finance Committee Saturday and Sunday; special research committee Sunday, and technician committee Sunday. The special TV committee named in April to appoint a TV director-manager was to meet Saturday at Williamsburg, Va., with George B. Storer, Fort Industry stations, as chairman.

Many Distinguished Guests

The long list of distinguished guests who will take part in the inaugural dinner tomorrow includes, as of Thursday, Justice Tom C. Clark and Justice Stanley F. Reed, U. S. Supreme Court; James M. Mead, chairman, Federal Trade Commission; Rep. Joseph W. Martin Jr., House Minority Leader; D. Malcolm Neill, board chairman, Canadian Assn. of Broadcasters; Sen. Robert S. Kerr (D-Okla.); Sen. Wayne Morse (R-Ore.); Sen. Guy Cordon (R-Ore.); Sen. James P. Kem (R-Mo.); Sen. Joseph C. O'Mahoney and Sen. Lester C. Hunt (D-Wyo.); Sen. Everett M. Dirksen (R-Ill.); Sen. Harley M. Kilgore (D-W. Va.); Sen. Johnson.

Cabinet members will include Charles F. Brannan, Secretary of Agriculture. Representing the FCC will be Chairman Wayne Coy and Comrs. Hennock, Webster, Sterling and Walker.

From the House of Representatives will be Rep. Robert Crosser (D-Ohio), chairman, Interstate & Foreign Commerce Committee; Rep. J. Edgar Chenowith, (R-Col.); Rep. Joseph P. O'Hara (R-Minn.); Rep. Robert B. Chiperfield (R-Ill.); Rep. Wayne L. Hays (D-Ohio); Rep. Paul Brown (D-Ga.); Rep. Lindley Beckworth (R-Tex); Rep. Charles A. Wolverton (R-N. J.); Rep. Byron G. Rogers, (D-Col.).

This list is only preliminary, with reservations still coming in at NARTB headquarters. Frank M. Russell, NBC Washington, is chairman of the dinner committee with Robert K. Richards, NARTB public affairs director, handling arrangements for the association. Paul W. Morency, WTIC Hartford, is chairman of the dinner committee.

Four ex-presidents of NARTB have accepted invitations. They are William S. Hedges, NBC; Earle C. Anthony, KFI Los Angeles; Leo J. Fitzpatrick, WGR Buffalo; Neville Miller, Washington attorney.

ANTI-GAMBLING BILLS

Exempt Radio

BROADCASTERS would be specifically exempt from measures proposed on Capitol Hill to kill "the very life blood of illegal gambling operations"—the national racing wire service.

Drawn to restrict the dissemination of horse racing and other gambling information for illegal use, two Senate bills (S 1653-4) were introduced last Tuesday by members of the Senate Crime Investigating Committee [BROADCASTING • TELECASTING, May 7]. They are former Chairman Estes Kefauver (D-Tenn.) and Sens. Lester Hunt (D-Wyo.), Charles W. Tobey (R-N.H.), Alexander Wiley (R-Wis.) and the new chairman, Herbert O'Conor (D-Md.).

The bills were referred to the Senate Interstate Commerce Committee, which under a recently adopted Senate resolution, will become the watchdog committee over crime this September.

Chairman of the commerce committee, Ed C. Johnson (D-Col.) indicated to BROADCASTING • TELECASTING that hearings would be held on the measures. The committee's staff already has asked for comments from agencies involved, chiefly the Justice Dept. and FCC.

Hearing Seen

Sen. Johnson said that "every possible view" would be solicited by the committee as the legislation certainly appeared "serious." On the surface, the legislation proposed seems "practical and feasible and not too restrictive on legitimate disseminators of news," the Senator said.

The Commerce committee last year had approved an anti-gambling bill that did not get far on the Senate floor. That measure conformed to the Justice Dept. recommendation which differed from an FCC proposal that was suggested during extensive committee hearings.

Highpoints of the crime group's legislative request are:

- Compel FCC licensing of "persons engaged in dissemination of information" dealing with "horse or dog racing events, and betting information" involving other sporting events by means of interstate and foreign communications by wire or radio.
- Place burden of proof on the race wire operator instead of FCC to show that information used is not primarily for gambling activities in violation of state laws in those states where the information will be disseminated.
- Permit determination by FCC that a license be withheld on grounds that the public interest would not be served if the license were granted or that the applicant is not of "good moral character." The character provision is further spelled out to include one or more officers, directors, or principal stockholders of a corporation.
- Makes it a crime, carrying penalty of a maximum $1,000 fine or imprisonment of not more than a year, or both, for dissemination of such information "which has been obtained surreptitiously or through stealth and without the permission of the person conducting" the horse race or other sporting event.

In addition to broadcast stations, newspapers of "general circulation" and news services—such as Associated Press and United Press—would be exempt.

Senate Crime Investigating Committee Chairman O'Conor in introducing the measures for the group said that "in its study of the techniques and procedures of crime syndicates in the profitable field of race track gambling (the committee) soon became convinced that the race wire services were the very life blood of illegal gambling operations."

There is only one national race wire service, Continental Press, of which the crime probing committee had charged earlier as being controlled by a revived Capone syndicate of Chicago. It was acknowledged that the legislation is aimed at specifically putting it out of business.

He said it was "clearly apparent that bookmaking on a national scale could not exist without the transmission of up-to-the-minute information of racing results and other information." He said the legislation would deal "a death blow to such interstate operations."

In drafting these proposals, the Senator said, "the Committee kept definitely in mind its responsibility to avoid injury or inconvenience to the many legitimate newspapers, press services, radio stations, etc. which handle some such information in the regular course of their operations.

"We were of the opinion that the dissemination of ordinary news about sporting events through these legitimate channels should not be burdened with the requirement of obtaining an annual license. . . ."

Under the proposed legislation an appeal from the FCC to the courts would be permitted, indicating lengthy litigation if the anti-gambling measures were enacted.

The bill defines betting information as including "information as to bets or wagers, betting odds, changes in betting odds, probable winners, and probable starting line-ups in connection with any sporting event other than a horse or dog racing event."

The measure reported by the Senate Interstate Commerce Committee last year would have prohibited bets or wagers or related information "assisting" in the placing of bets or wagers.

FCC favored a law making it a crime to transmit odds, bets and prices paid over any interstate communications facility with enforcement by the Justice Dept. as in case of the lottery provision of the U. S. Criminal Code. It has opposed delegation to it of responsibility for regulating gambling data transmission, claiming such enforcement would be impractical.

Florida Bill Vetoed

In another development, Gov. Fuller Warren of Florida late Wednesday vetoed a state legislative act that would make it a crime to transmit or publish horse race information declared useful in bookmaking operations. No reason for the veto was given. State Rep. Volie A. Williams Jr. of Sanford, who had introduced the bill, said he would try to get the veto overridden.

Another bill prohibiting transmission of race data from Florida tracks for 30 minutes after races are run became law Tuesday without the Governor's signature.

Heavy penalities would be provided by the vetoed proposed law ranging from fines of $500 to $5,000 and up to 12 months imprisonment. The proposed law would ban transmission or publication of pre-race information pertaining to entries, jockeys, scratches, weights, betting odds and handicappers' selections. It also would ban tip sheets, wall charts and bookmaking tickets as well as outlaw transportation or possession of newspapers or other published media containing such data.

WSNY CASE

Charges Against Leighton Are Answered

WINSLOW P. LEIGHTON has not breached a "gentlemen's agreement" and a fiduciary duty he owed George R. Nelson "individually," the FCC has been told by counsel for WSNY Schenectady, N. Y. The statement was filed last week in answer to Commission General Counsel's exceptions of a fortnight ago [BROADCASTING • TELECASTING, May 21] against an examiners initial recommendation that would renew WSNY's license and permit transfer of effective control to Mr. Leighton.

The examiner's proposed ruling would dismiss opposing petitions by Mr. Nelson and associates which alleged "perpetration of fraud and numerous other irregularities" by Mr. Leighton as associate stockholder [BROADCASTING • TELECASTING, March 12].

The General Counsel's exceptions had referred to "Mr. Leighton's violation of the fiduciary obligation which he owed Nelson" that reflected adversely on his qualifications to control the station. On this WSNY counsel disagreed, saying that "neither the law nor the record supports such a charge."

Mr. Leighton was under a legal duty to the corporation and its stockholders to see that the corporate affairs were managed in an efficient businesslike manner and not to squander or dissipate the corporate assets. . . .

Under New York law there is no fiduciary relationship between directors, stockholders or officers vis-a-vis each other. The mere fact that Leighton and Nelson were partners in one enterprise (the advertising agency of Leighton & Nelson) did not make them "partners" or "coadventurers" in a radio station. . . . These men were stockholders . . . but not partners in the corporation. There was concededly no written agreement to "maintain joint and equal control of WSNY". Nor was there oral agreement.

Even if such oral "understanding" had existed, it was pointed out, such agreement would be void under the New York Statute of Frauds because it was not in writing or evidenced by written memorandum. The "gentlemen's agreement" was not known to other minority stockholders, WSNY declared, adding that even if proved it would not have been enforceable and would have been void as contrary to public policy under the New York decisions. It further was held that the corporation bylaws would be "contravened" by such agreement between Messrs. Leighton and Nelson.

Saying there was "nothing irregular, immoral or reprehensible" about the stock transaction, WSNY declared there was nothing in the papers of the corporation which precluded one stockholder from purchasing stock of another stockholder.

"Leighton had ample reason to suspect Nelson's motives and adequate provocation for taking steps to protect his and his sister's interests by seeing that minority blocks of stock did not fall into unfriendly hands," FCC was told.

Reciting Mr. Leighton's qualifications, WSNY emphasized: "To brand a man with this radio and civic betterment background as a person not qualified to hold a license from this Commission, thus reversing contrary conclusions reached by the experienced examiner who heard the evidence and saw the witnesses testify, is not warranted by the instant record."

There is pending outside the proceeding a separate application for FCC approval to the sale of all stock held by Mr. Nelson and William G. Avery in WSNY to Mr. Leighton pursuant to a settlement agreement of mid-1950. The Nelson group by this agreement also withdrew a competitive bid for WSNY facilities [BROADCASTING • TELECASTING, April 3, 1950].

WSNY's answer last week noted that the "breach between these two men cannot be healed" and it would be in the public interest to permit the stock transfer to Mr. Leighton, "thus removing internal friction within the corporation."

Cantor Ailing

EDDIE CANTOR, reportedly suffering from a ruptured blood vessel in a vocal cord, was in Doctors Hospital, New York, last week under orders to take a complete rest for 10 days.

CIVIL SUIT

'Mansfield Journal' Charged

THE GOVERNMENT last Thursday filed a civil suit against the *Mansfield* (Ohio) *News-Journal* charging that the defendants, who earlier were faced with similar anti-trust action involving the *Lorain* (Ohio) *Journal*, combined and conspired to restrain and monopolize the dissemination of news and advertisements.

The suit alleges that Samuel A. and Isadore Horvitz of the Mansfield Journal Co., along with two other defendants, refused to publish advertisements of those firms which also advertised over WMAN Mansfield. The government further charged that the *News-Journal* negotiated contracts on the condition of exclusivity with the newspaper.

Complaint Outlined

According to the complaint, businessmen were compelled to refrain from advertising on WMAN and thus were deprived of free access to advertising channels, working "irreparable injury" on them and the station.

The Supreme Court already has agreed to review, sometime this fall, the case involving the *Lorain Journal* and WEOL-AM-FM Elyria-Lorain, Ohio, which posed almost identical circumstances. A Cleveland federal court last January held that the defendants had violated the Sherman Anti-Trust Act, a ruling which they subsequently appealed and which the Supreme Court agreed to consider.

The newest suit against the two owners seeks a preliminary injunction, pending final disposition of the case, restraining them and the Mansfield Journal Co. from "refusing to publish advertisements at non-discriminatory terms and conditions where the reason for the refusal is that the advertiser uses or proposes to use another advertising medium." It also seeks to restrain them from entering into advertising contracts on the condition the advertiser refuse to use another medium.

Justice Dept. Terms

In the *Lorain Journal* case, U. S. District Court Judge Emrich Freed incorporated sweeping terms recommended by the Justice Dept., despite *Journal's* counsel contention that the judgment should merely prohibit the newspaper from rejecting ads because the advertiser also used WEOL-AM-FM.

Atty. Gen. J. Howard McGrath, in announcing the filing of the suit last week, stated that "the Constitutional guarantee of freedom of the press does not include the freedom to restrain others from publishing." The "free press" issue had been posed by the defendants in the Lorain case.

SCROLL for "humanitarian service" to the community and National Foundation for Infantile Paralysis is accepted by Irving E. Rogers (l), president of WLAW Lawrence and publisher of Lawrence, Mass., *Eagle-Tribune*. Testimonial was given by Basil O'Connor, foundation president, on special occasion at Andover, Mass., May 29. Guests included Bill Cunningham, radio commentator and columnist, who was state chairman for the annual polio fund drive.

NBC RENEWALS

Granted by FCC

INDICATING all issues of its recent inquiry into certain network practices have been met to its satisfaction, FCC last week granted regular renewal of licenses to owned and operated stations of NBC.

Stations of ABC and CBS, which also had been extended on temporary licenses pending the network study, received regular license renewals earlier [BROADCASTING • TELECASTING, July 24, 1950; Feb. 26].

Network Representation

CBS's stations were given renewals when the Commission determined networks have the right to serve affiliates as advertising representatives, which had been challenged by the National Assn. of Radio Station Representatives as a violation of FCC's network rules or at least contrary to public interest.

Questions involving ABC and NBC included their relationships with their respective affiliates. The issues were likened to the Don Lee case, which involved charges relating to affiliate relationships with respect to FCC rules on option time, exclusive affiliations, territorial exclusivity and rights of an affiliate to reject programs offered by a network.

NBC stations granted renewal of license for the regular period were: KNBC San Francisco; KOA Denver; WMAQ Chicago; WNBC New York; WRC Washington; WMAQ-FM Chicago; WNBC-FM New York; WRC-FM Washington; WTAM-FM Cleveland; WNBT (TV) New York; WNBW (TV) Washington; plus a host of remote pickup and other supplemental stations.

AFM CONVENTION

Convenes in New York

ELEVEN HUNDRED American Federation of Musician delegates to the 54th annual AFM convention are expected in New York today (Monday), when President James C. Petrillo calls the convention to order at the Hotel Commodore. Highlights of business sessions, continuing through Friday, will be Mr. Petrillo's annual report this afternoon, and an address by Sen. Herbert H. Lehman (D-N. Y.) Wednesday afternoon.

The convention, expected to be the largest in AFM history, and which functions as the union's ultimate law-making body, will elect a president, vice president, treasurer and secretary, along with five international board members and delegates to the next American Federation of Labor (parent body) convention.

A delegation from a newly-chartered Puerto Rican local will be seated for the first time, and other delegates will come from as far as Hawaii and Alaska. New York Local 802 will entertain with a show and dance at the Hotel Astor Wednesday evening, and provide sightseeing tours for visitors, expected to number 2,000, it was announced.

BMI NY CLINIC

New Speakers Announced

A "completely new list of speakers" for the BMI program clinic to be held in New York June 18-19 was announced in the BMI newsletter last week.

Those who have accepted invitations to address the clinic include:

Dave Baylor, WJMO Cleveland vice president and general manager; Elliott M. Sanger, WQXR-AM-FM New York vice president; Ted Cott, WNBC New York general manager; Maurice B. Mitchell, Associated Program Services vice president and general manager; William Fineshriber, MBS vice president; Louis Hausman, CBS vice president; Leonard Reeg, ABC vice president; John Outler, WSB Atlanta general manager; Zenn Kaufman, Philip Morris merchandising manager; S. A. Cisler, WKYW Louisville vice president; Charles Silverson, WHAM Rochester, N. Y., program director; Frank Pellegrin, H-R Representatives Inc. vice president and secretary; Sheila John Daly, of the *Ladies Home Journal;* Robert J. Burton, BMI vice president.

Wrong Gannett

ANNE M. GANNETT, who died May 22 at the age of 68, was identified with the ownership of WGAN Portland, Me., and WGUY Bangor, Me. BROADCASTING • TELECASTING's account of her death, in the May 28 issue, erroneously identified her with the Frank E. Gannett stations in New York and Connecticut. She was the wife of Guy Gannett, New England broadcaster and newspaper publisher.

MBS PUBLICITY

Dorrance Fills New Post

APPOINTMENT of Dick Dorrance, well known in network and agency fields, to the new post of director of public relations and press information for Mutual was announced last week, effective Friday.

Mr. Dorrance

MBS Vice President Robert A. Schmid said Mr. Dorrance will have headquarters in Mutual's New York home offices and will be in charge of all network press activities, including direct supervision of publicity offices in Chicago and Hollywood.

James E. O'Bryon, who had served as Mutual director of publicity for several years, resigned effective the same date. Before reaching a decision on his next affiliation, Mr. O'Bryon said he will operate his own office at 535 Fifth Ave., New York, handling his daily syndicated newspaper feature, "Happily Ever After," in addition to other activities.

Frank X. Zuzulo continues as assistant director of the department under Mr. Dorrance.

Mr. Dorrance is a former director of promotion for the owned stations of CBS, and of CBS Radio Sales. For the past five years he has been associated with O'Brien & Dorrance, later Dorrance & Waddell. During the war he was with Office of War Information. He also is a former promotion director and general manager of FM Broadcasters Inc., early FM trade association.

Mr. O'Bryon was with the Young & Rubicam radio publicity department for seven years before joining Mutual, and before that was with CBS for three years.

NEW YORK AWRT

Organization Meeting Set

NEW YORK chapter of American Women in Radio and Television, newly formed national organization succeeding the Assn. of Women Broadcasters of NAB, will hold an organization meeting June 11. AWRT members from New York City, Long Island, Westchester and Northern New Jersey are invited, according to Agnes Law, CBS librarian, organizing director of the New York local.

The meeting, expected to set the pattern for other local chapters, will be held at 6:30 p.m. at the Brass Rail restaurant. Mary Cameron of General Foods Corp., dinner chairman, is handling reservations.

Betty Chapin, national executive secretary, said that national headquarters are being set up in Room 5634, 15 Vanderbilt Ave., New York. Telephone is Murray Hill 9-8520.

MBS Cuts Rates

(Continued from page 23)

faith in radio as the nation's No. 1 medium and hailed Mutual as "the sole network operation whose interest is centered in the growth and expansion of AM radio." The other AM networks' interests, MAAC continued, "apparently lie in fields other than AM broadcasting."

Mutual's answer to the rate question was a combination of those offered by CBS and NBC, which reduced rates, and that of ABC, which rearranged its discount structure to cut the advertisers' time costs. In the case of CBS, the Sunday afternoon cut amounted to 25%; with both CBS and NBC the weekday cuts amounted to 10-15% from 1 to 10:30 p.m.; and in ABC's case a 15% reduction in time costs was effected for the 1-10:30 p.m. period.

Leaders of the radio-wide Affiliates Committee, headed by Paul W. Morency of WTIC Hartford, meanwhile were making plans for conferences with officials of the Assn. of National Advertisers, which spearheaded the original attack on radio's evening rates, and with a committee of the National Assn. of Radio and Television Station Representatives, which is supporting the affiliates Committee's move to bolster rates [BROADCASTING • TELECASTING, May 28]

The Mutual affiliates group's endorsement of the MBS rate-and-discount plan was part of a Monday-Tuesday meeting at which initial steps were taken to organize a permanent MAAC. President White said the rate "crisis in network broadcasting" had brought the group together. Their studies, he said, were "encouraging," and he voiced confidence that "Mutual can emerge from this crisis with strength and keep faith with the industry."

Seven Districts Planned

Details of a mail ballot to nominate and elect members of the permanent MAAC are to be worked out by an independent accounting firm, officials said. Seven geographical districts are being set up, with two representatives to be named from each—one to come from a metropolitan center, the other from a non-metropolitan market. MAAC members will be elected for two-year terms, except that in three districts a new election will be held after the first year.

Text of the pro-tem MAAC resolution:

"Whereas, AM broadcasting remains the strongest and most effective medium of mass communition and advertising in the nation today, in spite of practices foisted upon the industry from competitive network sources, and

"Whereas, the members of the Mutual Affiliates Advisory Committee feel that the MBS represents the sole network operation whose interest is centered in the growth and expansion of AM radio, and

Whereas, substantial progress has been made by Mutual under the able guidance of President Frank White,

Be it therefore resolved, that we, the members of MAAC, do hereby pledge our fullest cooperation to the end that Mutual be maintained as a strong, competitive service, and we urged all affiliates to support the proposals of contract adjustments to effectively meet the exigencies created by those whose interests quite apparently lie in fields other than AM broadcasting.

Be it further resolved, that we go on record in our assertion to militantly carry out a plan for POSITIVE action and we pledge our unceasing efforts in behalf of building AM broadcasting and supporting Mutual as the network whose objectives are completely in harmony with the wishes of a majority of the AM broadcasters in America.

Pro-tem committeemen on hand for the meeting:

Mr. Howell, Mr. Murray, Gene Cagle, KFJZ Fort Worth; John Cleghorn, WHBQ Memphis; Grover Cobb, KVGB Great Bend, Kan.; Robert T. Convey, KWK St. Louis; Robert W. Ferguson, WTRF Bellaire, Ohio; Paul Frey, KBON Omaha; George C. Hatch, KALL Salt Lake City; Frank Katzentine, WKAT Miami Beach; Charles A. King, WKAL Rome, N. Y.; E. J. McKellar, KVOX Moorhead, Minn.; Bob McRaney, WCBI Columbus, Miss., and Charles Smithgall, WFGA Gainesville, Ga.

MORRIS NAMED

NPA Electronics Div. Head

EDMUND T. MORRIS Jr., on leave from Westinghouse Electric Corp., Baltimore, Md., has succeeded John G. Daley as director of the National Production Authority's Electronics Products Div.

The appointment of Mr. Morris, not formally announced yet by the government, gives the Westinghouse executive top level positions on two key government electronics groups. Last April he was named chairman of the "super" Electronics Production Board, which was set up to assure sufficient supplies of equipment for civilian and military uses.

Mr. Morris thus will serve as director of the products group, which is claimant agency for all electronics equipment channeled to broadcasters and manufacturers, as well as sit in on the larger-scale consulting board. Donald Parris is assistant deputy director. The board makes its recommendations to the Defense Production Administration, the top allocation agency.

Walter W. Watts, RCA executive vice president, had been serving as acting chairman of the board prior to Mr. Morris' appointment. Mr. Watts is now deputy administrator in charge of all production and procurement at DPA.

Mr. Morris has been manager of Westinghouse's Electronics and X-ray Div. since 1948 and also headed up the firm's Stratovision project. He also has been active in standard-FM-TV, shortwave, VHF-UHF, relay and facsimile work.

KNX Hollywood is telling advertisers what a good idea summer radio is a presenting statistics to show them why. Directing this "straw hat" promoti campaign are (l to r) Wilbur S. Edwards, director, KNX and Columbia Paci Network; Ed Buckalew, sales manager, and Tony Moe, sales promoti manager for KNX and CPN.

BMI EXCHANGE

Program Project Announced

A "BMI program exchange" to enable stations to tape and send in their own outstanding programs and receive back taped programs of other stations on loan, thus establishing a library of the better formats and program features throughout the country, was announced last week.

"The only cost to you is your willingness to cooperate," BMI said in its newsletter. It requested stations to write in what type of programs they would like and what stations are producing them. In sending in tapes of its own programs, BMI suggested the station record a few words "indicating your method and procedure. The entire program need not be recorded unless you think it desirable," it said.

Added Service

Still another service—to arrange and tape interviews with "orchestra leaders, soloists, actors or other prominent people" in New York for out-of-city customers—also was announced by BMI.

"Let us know when you want to come. Let us know whom you want to meet. We have made arrangements for someone to make appointments in advance. When you arrive, this same chap will accompany you with a tape recorder and assist at all interviews. You may take back either the tape or a transcription, as you wish," BMI announced. Cost, it said, would be approximately $50 per day, plus tape cost, not over $5 on an average.

For customers desiring such taped interviews, with or without script, and who do not wish to come to New York, BMI suggested that "whatever it is, ask us and we'll tell you just what it will cost."

NBC MILESTONE

Starts Anniversary Projec

SIX-MONTHS' celebration NBC's 25th anniversary co menced June 1, with the air-wa slogan, "It's the silver jubilee NBC," the network announced la week.

Between June 1 and the annive sary date, Nov. 15, many spec broadcasts and public events a planned, the announcement sa Two anniversary songs, to be wr ten by Meredith Willson and Har Sosnik, will serve as music themes. Affiliated stations are pla ning local celebrations, and the affiliated for 25 years will rece a plaque. BBC and CBC will s lute the network with special broa casts, and industry luncheons a employe meetings will be held.

William F. Brooks, vice pres dent in charge of public relation is chairman of the anniversa committee. Other members inclu George Wallace, radio advertisi and promotion manager; Jam Nelson, TV advertising and pr motion manager; Victor Schiff, Carl Byoir & Assoc.; Ezra M Intosh, of J. Walter Thompson C and Sydney H. Eiges, NBC vi president in charge of press.

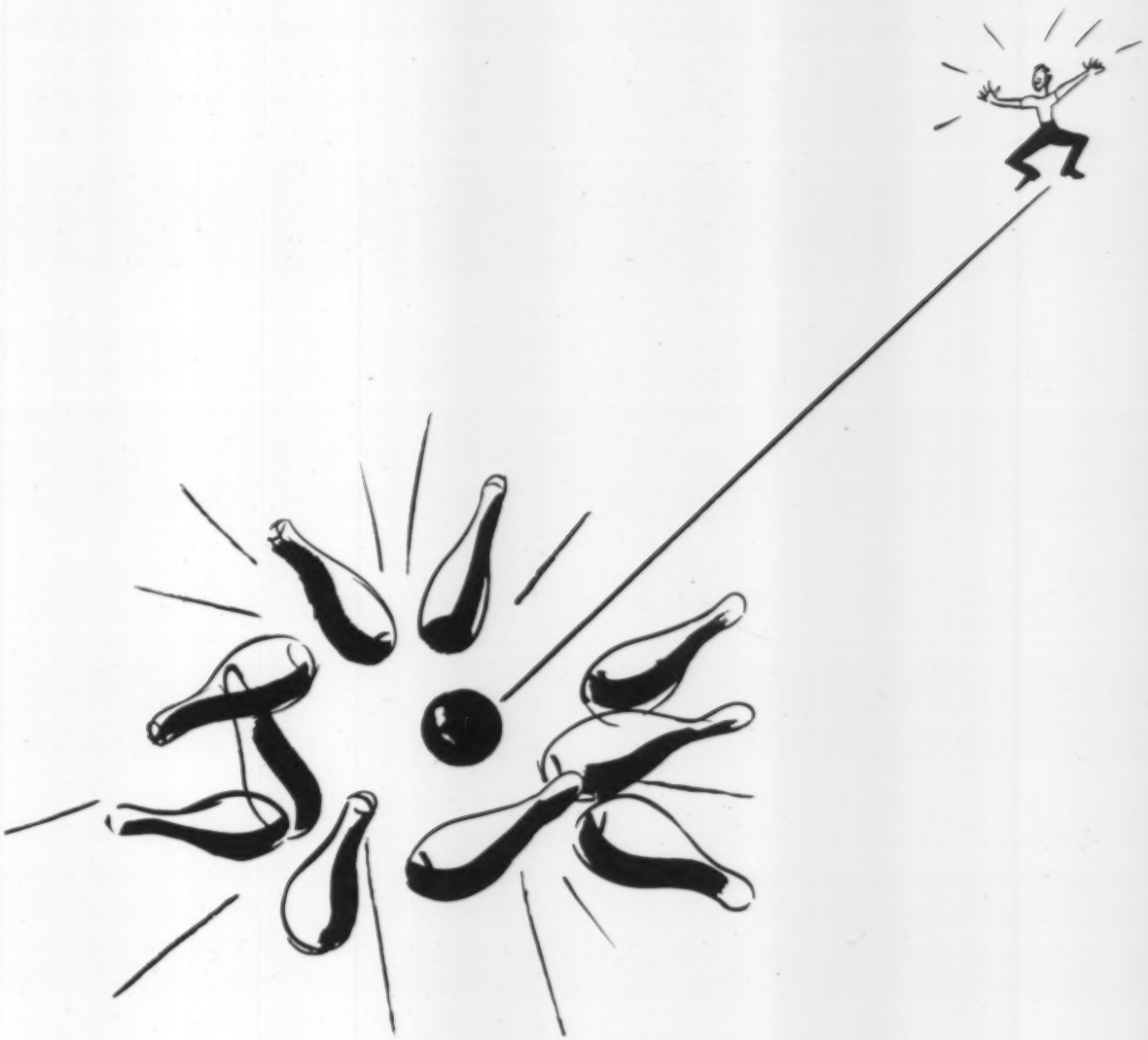
An affiliates kit, which includ a campaign manual, text and photo graph materials, will be distr buted soon. An especially-boun volume of historic photographs w be presented the Library of Co gress. On-the-air promotion, in cluding anniversary bits, and pr motion by other media, will b used.

NEW DAYTIMER

WGLC Went On Air May 2

WGLC Centreville, Miss., went o the air May 20. The new stati operates on 1580 kc, 250 w dayti only. W. M. Jones is manager.

More than 2,000 persons, incl ing civic and state officials, a tended the opening. Mississi Gov. Fielding Wright and Lt. Go Dodd sent records to be broadca



You get a lot for a little*

*MORE LISTENERS-PER-DOLLAR THAN ANY OTHER TV OR RADIO STATION IN BALTIMORE

SEE YOUR HEADLEY-REED MAN TODAY FOR THE WHOLE W-I-T-H STORY

Annual Blue Book?

(Continued from page 25)

April 16]. However, they were broadened to include (1) radio and (2) in effect scuttle the original intention of having the Senate Interstate Commerce Committee conduct its own investigation.

As a result, the Senate subcommittee could immediately launch an investigation and/or hold hearings to determine the new legislation's feasibility. That much was indicated by Senate Majority Leader McFarland at the close of the Thursday hearing. He said the whole matter would be explored in an executive session of the subcommittee.

Briefly the board would take a deep look at current radio and TV programming "trends" of both commercial and non-commercial stations, comparing public service and educational time allotted; advise FCC on possible fixed percentage of broadcast time to public service and educational programs, "in good listening time," and what tests should be applied; criteria used by FCC in assigning TV channels, both UHF and VHF, and how much would be given to public service and educational programs "with respect to assuring suitable time . . ." and types of control over programming by commercial sponsors.

Other Aspects

Also studies would be made on subscription radio and television; financing of educational radio and TV programming by the subscription method or other methods or sources; character of legislation needed to get maximum development of educational and public service "potentialities" of radio and TV; state-wide educational and public service programs' standards that should be required by FCC in granting or renewing radio-TV licenses.

Report would be submitted by the board to Congress not later than Jan. 31 of each year and also to FCC on activities and recommendations. Funds for the board would be appropriated by Congress. Sen. Benton said he drew upon his experience in helping formulate other advisory bodies such as the National Commission for UNESCO. The radio-TV board would be housed in the FCC as the UNESCO commission is located in the State Dept.

Sen. McFarland warned that, while he agreed that certain programs were not desirable, when one got into the subject of judging programs "you get into censorship."

Sen. McFarland said the committee had been interested in higher standards in broadcasting for years. Sen. Benton said "and in despite of this standards have been on the downgrade with less standards and less public interest."

Sen. Benton said that it was the responsibility of Congress to take the initiative to see that what goes over the airwaves serves the public interest. Of this statement, Sen. McFarland said there could be no questioning.

Support for the Benton Plan came from Sen. Bricker, member of the full Senate Commerce group. He said that while he was not a member of the subcommittee, he wanted to talk about the resolution he sponsored earlier this year that would have called for FCC study of the TV allocation problem and requested that educational channels be reserved on a state basis.

The current proposed TV allocation plan, Sen. Bricker declared, was "unsatisfactory." He thought the whole matter should be "thoroughly investigated." He said Congress should call in the FCC to have it "see how limited and ineffective their plan is for education."

Sen. Bricker charged that some educational institutions "have the money" to start TV operations immediately "but the frequency is given to commercial interests." He asked his resolution be considered along with Sen. Benton's. "We will end up by losing great advantages in television as we did in radio," the Ohioan said.

He asserted that the state educational institution could "carry the expense problem" for the private institution which did not have funds.

Sen. Bricker referred to Ohio State U. at Columbus which has filed for shift of an Indianapolis VHF channel to Columbus which it would have reserved for educational purposes. The FCC had tentatively reserved a channel in the UHF for Columbus. The university had originally asked for a VHF channel. However, there have been three VHF channels assigned in the city, and under the proposed allocation plan FCC did not add to this trio in the VHF.

McFarland Bill Covered

As has become the usual procedure of late in Senate radio hearings in which either Sens. Johnson or McFarland participate, the McFarland Bill (S 658) to realign FCC procedures, has come up (see story on Coy, page 27).

Sen. Hunt quoted a passage from a Senate speech in which Sen. McFarland had talked about the red-tape and slow procedure in past attempts to get the measure enacted. This touched off a set-to during which Sen. McFarland declared that the bill passed the Senate four times but FCC "staff members have lobbied and killed the measure in the House, where it now pends."

Sen. Benton reflected that the "anti-trust section" keeps the measure from passing. In retorting, Sen. McFarland explained the "double jeopardy" clause, charging it gives the FCC (that is if the court refuses to fine or cancel license because of alleged anti-trust violation the FCC still can "go ahead and do it anyway") a threat against licensees, "although the Commission has never exercised that power." The Majority Leader said "nobody recognizes in Congress the practice of rule by fear."

Sen. McFarland charged "staff propagandizing" against this section but "I'll place as much faith in the courts as in the FCC." The bill he sponsored, Sen. McFarland said, would do away with the double-jeopardy clause, by leaving the matter within the court's jurisdiction only.

Chairman McFarland asked Sen. Benton whether he expected Congress to do a better job of assigning TV frequencies than FCC. "What has caused us concern." he said, "was just this question. We are not technical experts but laymen." Is FCC not competent, Sen. McFarland asked Sen. Benton, and if so, does the problem lie in personnel or organization?

Sen. Benton said he did not think Congress "should move in and allocate TV channels" but he did think it was the job of Congress to legislate in the public interest.

Sen. Johnson reminded Sen. Benton that in the color TV decision the Supreme Court of the U. S. had ruled that "FCC has been created as an expert body by Congress to deal with technical problems" in the radio field. Agreeing with this as "procedure," Sen. Benton said that FCC would be more likely to make decisions on a certain side if supported by Congressional or public encouragement.

Sen. Hunt, a member of the subcommittee and co-sponsor of Sen. Benton's educational TV resolution, said it was far better now for the Congress to look at the problem of allocating frequencies than "to wait until the die is cast."

Sen. Benton said the proposed advisory body would "strengthen and support FCC, and not the other way around." Expounding at length on the potential of subscription broadcasting or telecasting (he explained Zenith's Phonevision and tests of Skiatron Corp. to the Senators), Sen. Benton emphasized that Sec. 303 (g) of the Communications Act authorizes FCC study of new uses for radio and provides for experimental uses of frequencies and generally encourages labor and more effective use of radio in the public interest.

Benton Plan

Full brunt of the Benton Plan was mounted near the conclusion of the hearing when the Senator said:

"It is possible that the board study might result in a recommendation requiring all commercial license holders to devote—say, as much as 40% of their program time between the hours of 6 and 11 p.m. to educational or public service programs, not commercially sponsored. . . .

". . . the inexorable pressure for profits gives to the mass entertainment programs the good listening times, when families are at home and ready to watch and listen. The public service and educational programs take the leavings and very bad leavings they are."

Sen. Johnson asked that Sen. Benton be specific in what he was talking about when he mentioned "educational" or "public service" programming in choice listening hours. All programs, the Coloradan said, have a mixture of education and entertainment.

From Missouri, Sen. James P. Kem, Republican, said he had received a "complaint" from his state that nobody had come forward to "make the necessary investment" for the educational channel allocated for institutional use.

Sen. Benton quickly added that this happened because most educators do not have the "time" to get the necessary funds.

He distributed a pamphlet called "TV Channels for Education," prepared by Robert Hudson, U. of Illinois' communications center and former CBS executive and also currently a consultant to the Ford Foundation.

HILLBILLY FEUD

WEAM, Union 'Square Off'

THE weekly square dance staged by WEAM Arlington, Va., at Glen Echo Park, in suburban Washington, has developed into a round robin involving WEAM and AFM Local No. 161.

AFM notified WEAM last week that it must increase its five-man AFM unit from five to eight hillbillies.

WEAM countered with the assertion that a five-man unit is adequate for barefoot music.

However, WEAM's general manager, Howard Stanley, said he would go along with the AFM "ultimatum" on condition the union supplied:

1—Left-handed five-string banjo player.

2—Occarina player who can yodel.

3—Zither player who is also a whiz on a washboard.

"All must be union men in good standing and pass the rigid WEAM auditions," Mr. Stanley wrote Paul J. Schwarz, president of Local 161.

"It is quite obvious that you are trying to put us out of business to force a popular dance band upon Glen Echo Amusement Park. Because I believe our freedom and rights under the law are being interfered with, should you take the action you threaten, I shall inform Congress that the musicians union is again trying to assume a dictatorship in America."

The AFM local said the letter had been taken up by its executive board, which had not taken any formal action at the weekend.

The Glen Echo management, it was indicated, has threatened to pull out all of the five-night-a-week dance band projects if the union persists in its demand.

WEAM's square dance went on as usual Thursday night, with five men in the band.

THE CLEVELAND INDIANS — Baseball

THE CLEVELAND BROWNS — Football

THE CLEVELAND BARONS — Hockey

exclusively on

WERE

. . . Sports station in Cleveland . . . one of the nation's hottest sports cities

BOB NEAL
WERE Sports Director
Browns play-by-play
Barons play-by-play
Daily Sports programs

JIMMY DUDLEY

JACK GRANEY

Play-by-play Cleveland Indians
and standard Baseball Network
Daily Sports Program

PLUS

Paul Brown, coach of Cleveland Browns
Phil McLean, Baseball feature programs
Bill Levy, High School sports
John Wellman, Hockey & writer

Full WERE Merchandising Service. Cleveland's only Radio Merchandising Department.

The O. L. Taylor Company — National Representatives

5000 WATTS • 1300 KC
CLEVELAND, OHIO

WERE

Relax Restrictions?

(Continued from page 29)

Oscar Elder, assistant director of public affairs. Representing NPA, aside from Mr. Fleischmann, were Henry Heymann, counsel for Construction Controls Division, and Rufe B. Newman, division director.

Broadcasters who seek authority to build may file applications together with specifications with Commerce Dept. (NPA) officials in these cities:

Boston, New York, Philadelphia, Richmond, Atlanta, Cleveland, Chicago, Minneapolis, Kansas City, Denver, San Francisco, Seattle, Baltimore, Detroit, Los Angeles, Portland (Ore.), St. Louis, Dallas, El Paso, Hartford, Houston, Jacksonville (Fla.), Memphis, Miami, New Orleans, Pittsburgh, Providence, Salt Lake City, San Antonio, and Louisville.

In another move last week, formally designating claimant agencies for basic material requirements of various segments of the economy, the National Production Authority was given responsibility for all industrial facility construction. These duties are performed by the agency's Construction Controls Div.

The Office of Civilian Requirements, headed by Lewis Allen Weiss, former Mutual-Don Lee board chairman, was assigned programs (except construction) for state and local governments, consumer goods (other than radio-TV appliances), wholesale-retail-service trades, and religious groups.

The designations, announced by Edwin T. Gibson, acting administrator, Defense Production Administration, specified formal assignment of NPA as claimant for materials used in all electronics and communications products, including such consumer durable goods as radio-TV sets and commercial equipment like studio transmitters and related products. These activities fan out to NPA's Electronics Products and Communications Products Divisions.

Lest some manufacturers continue "business as usual," however, Defense Mobilizer Charles E. Wilson has called on business executives to "scrap the idea of new seasonal designs" in television sets and other items. In a speech prepared by Mr. Wilson and delivered before the Executives Club of Chicago May 25 by Andrew Berding, his information specialist, the mobilization chief stressed that "their brains and magnificent handicraft" are needed to turn out new weapons. He also observed:

"I have run across instances of a whole class of men graduating from electronics schools going into the civilian TV business, making and servicing home sets. And this at a time when our defense industries are badly in need of their services."

The director of the Office of Defense Mobilization said that civilian industries "will soon have to be cut to provide needed workers in defense plants."

The growing manpower shortage has become a source of increasing concern to industry, manufacturers as well as broadcasters, with the result that NARTB is preparing to take action.

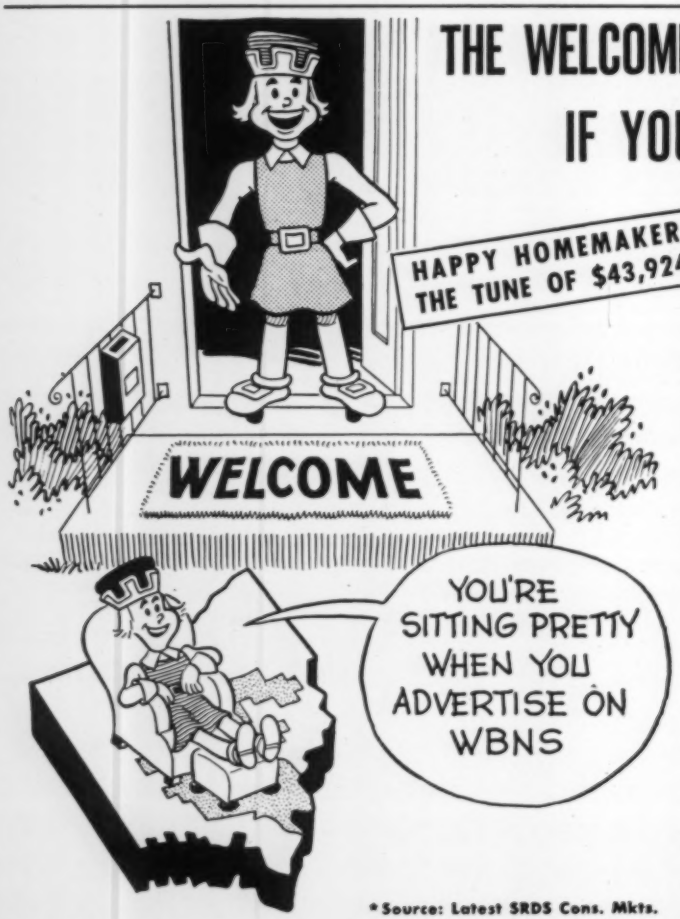
Basis of the industry complaint is last April's order from the Dept. of Commerce, which omitted radio and television from the "essential" industry list. Both had been labeled as essential by the government, last August.

To qualify for that classification, the Commerce Dept. said, an industry must prove that there is a definite shortage in trained personnel within its ranks.

NARTB will appeal the omission, citing existing shortages of skilled technical manpower in some sections of the country and threatened scarcity in others. The government listing is based theoretically on manpower alone, without taking into account the importance of radio-television in the national mobilization and civil defense effort.

NARTB will submit a preliminary statement to an Interdepartmental Committee comprising members of the Agriculture, Commerce, Labor and Defense Depts. and Selective Service.

A U. S. foreign policy debate between editors and correspondents highlighted the annual dinner of the Overseas Press Club in the Waldorf-Astoria, New York, May 16. WFDR (FM) New York was the only station to air, live, the debate participated in by these members of the editor's half of the panel, (l to r) Edward R. Murrow, moderator; Gideon D. Seymour, executive editor, *Minneapolis Star & Tribune*; Barry Bingham, editor, *Louisville Courier Journal*; Erwin D. Canham, editor, *Christian Science Monitor*, and Mrs. Helen Rogers Reid, president of the *New York Herald Tribune*.



THE WELCOME MAT IS OUT IN CENTRAL OHIO IF YOU SELL HOME FURNISHINGS

HAPPY HOMEMAKERS BOUGHT TO THE TUNE OF $43,924,000 LAST YEAR*

Central Ohioans believe in "Home Sweet Home." In fact, almost $44 million are spent annually for furniture, wallpaper, storm windows, television sets and thousands of other items for the home. And one of the shortest ways to this big market is through WBNS, Columbus. Latest Hooper Report shows WBNS with all of the top-rated 20 daytime and night time shows, so, you're visiting with good company when you're on WBNS. For information, write us or call your John Blair representative.

*Source: Latest SRDS Cons. Mkts.

CENTRAL OHIO'S ONLY CBS OUTLET

WBNS PLUS WELD-FM

Ask John Blair

POWER WBNS 5000 - WELD 53,000 - COLUMBUS, OHIO

LET'S HAVE THE FACTS

Do Horse Race Results Get The Afternoon Audience?

LET'S TAKE A LOOK AT WASHINGTON

WOOK IN THE WASHINGTON AREA GIVES NO RACE RESULTS

BUT

WOOK has more listeners during the entire afternoon period than the AVERAGE COMBINED LISTENING AUDIENCE OF TWO NETWORK STATIONS.

WOOK has more listeners during the key daytime periods selected than the COMBINED LISTENING AUDIENCE OF ANY TWO INDEPENDENT STATIONS.

(Time)	WOOK Audience	Independent A Audience	Independent B Audience	Network C Audience	Network D Audience	Network E Audience
1:00 PM	15170	5225	7460	19760	3695	3695
1:30 PM	24350	5225	7460	6755	4460	3695
2:00 PM	15170	5225	4460	3695	4460	4460
2:30 PM	13640	6755	3695	8285	8285	2930
3:00 PM	15170	11345	3400	12875	8285	2165
3:30 PM	22055	13640	3400	3695	7520	1400
4:00 PM	21310	12875	2930	4460	8285	1400
4:30 PM	23585	11345	1400	5225	7520	1400
5:00 PM	17465	8285	1000	5400	5990	1400

All figures are taken from the 1951 surveys by American Research Bureau

WSID IN THE BALTIMORE AREA GIVES NO RACE RESULTS

BUT

WSID has more listeners during the entire afternoon period than the COMBINED LISTENING AUDIENCE OF ANY TWO INDEPENDENT STATIONS.

In Baltimore **WSID** has more listeners during the entire afternoon period than ANY TWO STATIONS GIVING HORSE RACE RESULTS.

(Time)	WSID Audience	Independent A Audience	Independent B Audience	Independent C Audience
2:00 PM	12960	1080	5400	540
2:30 PM	15660	1080	7020	540
3:00 PM	23220	3780	5400	1080
3:30 PM	16740	3780	1320	1080
4:00 PM	16200	540	10800	2160
4:30 PM	19980	540	10260	1620
5:00 PM	15120	*	13500	1620
5:30 PM	20520	*	10800	2700

* Off the air or no listeners located in sample.

A combination buy of WOOK and WSID gives you more listeners for the dollar in the three million population area in Washington and Baltimore.

YOU CAN'T COVER THE WASHINGTON-BALTIMORE AREA COMPLETELY WITHOUT WOOK and WSID

WMIE Owner

(Continued from page 27)

therefore, arrange for further permission for two members of my staff, A. Harry Becker and Robert Rawson, to make further examination of the tax returns of Arthur B. McBride and Edward J. McBride. It will also be appreciated if you would direct one of the members of your staff who participated in the investigation of the McBrides conducted by the Bureau of Internal Revenue, to confer and advise with Messrs. Becker and Rawson.

Correspondence in the WMIE docket disclosed that on May 3 FCC received a reply from Deputy Commissioner E. I. McLarney indicating that according to public law Chairman Coy would have to submit a specific request to Secretary Snyder, suggesting thereupon "the matter will be given prompt attention."

Chairman Coy's letter to the Secretary of Treasury, dated May 18, stated:

Members of the Commission's staff are now engaged in studying the Initial Decision, released on March 14, 1951, granting the application (File No. BAP-72; Docket No. 9112) for assignment of construction permit of standard broadcast station WMIE Miami, Florida, from Lincoln Operating Company, as Trustee for Sun Coast Operating Corporation (assignor) to the Sun Coast Broadcasting Corporation (assignee). One Arthur B. McBride Sr. holds approximately 39% of the stock of the assignee.

Arthur B. McBride Sr., at one time, was the sole owner of Continental Press, but the records of that company now indicate that Edward J. McBride, his son, is and has been the sole owner thereof for approximately the past four (4) years. McBride Sr. testified at the hearing in the above-entitled matter that he has had no financial interest in Continental Press since approximately 1943, and his son Edward testified that he has been sole owner of that company since his father purchased it for him approximately four years ago.

The report recently released by the Special Committee to Investigate Organized Crime in Interstate Commerce indicated that Arthur B. McBride Sr. was in fact the real owner of Continental Press even though legal ownership of that company was retained in the name of his son Edward. The resolution of the question of ownership of Continental Press is extremely important to the Commission, inasmuch as it may have a direct bearing on the question of whether or not Sun Coast Broadcasting Corp. is qualified to be the licensee of station WMIE. Prior to the hearing and initial decision in the above matter, the Secretary of Treasury authorized an examination of the tax returns of both Arthur B. and Edward J. McBride by an attorney from the office of the Commission's General Counsel. The returns, up to that time, indicated that Arthur B. McBride was receiving no financial gain from the operation of Continental Press.

In view of the new developments in this matter raised by the report of the Special Committee to Investigate Organized Crime in Interstate Commerce, it is requested that authorization be issued to A. Harry Becker and Robert J. Rawson, attorneys in the Office of the General Counsel of this Commission, to make further examination of the tax returns of Arthur B. and Edward J. McBride. It would also be appreciated if the Commissioner of Internal Revenue would direct one or more members of his staff, who conducted the investigation of the McBrides for the Bureau, to confer and advise with Messrs. Becker and Rawson.

FCC Broadcast Bureau

(Continued from page 28)

two years active service with the Navy, he was an attorney in the Lands Div. of the Dept. of Justice.

* * *

FREDERICK W. FORD
Chief, Hearing Div.

Frederick W. Ford has been with the Commission since 1947, serving in the Hearing and Review Sections, Special Legal and Technical Group (now Office of Formal Hearing Assistants), the General Counsel's Office and, in 1950, was appointed a trial attorney.

Born at Bluefield, W. Va., in 1909, Mr. Ford attended West Virginia U. where he received A.B. and LL.B degrees in 1931 and 1934, respectively. He engaged in law practice as junior partner of Stathers & Crantrall, Clarksburg. In 1934 he joined the office of the general counsel of the Federal Security Agency. He moved to the legal staff of the Office of Price Administration in 1942, the same year he entered the Air Force as a second lieutenant. He served until 1946, advancing to the rank of major. He then returned to the OPA as a hearing commissioner.

* * *

PAUL DOBIN
Chief, Rules & Standards Div.

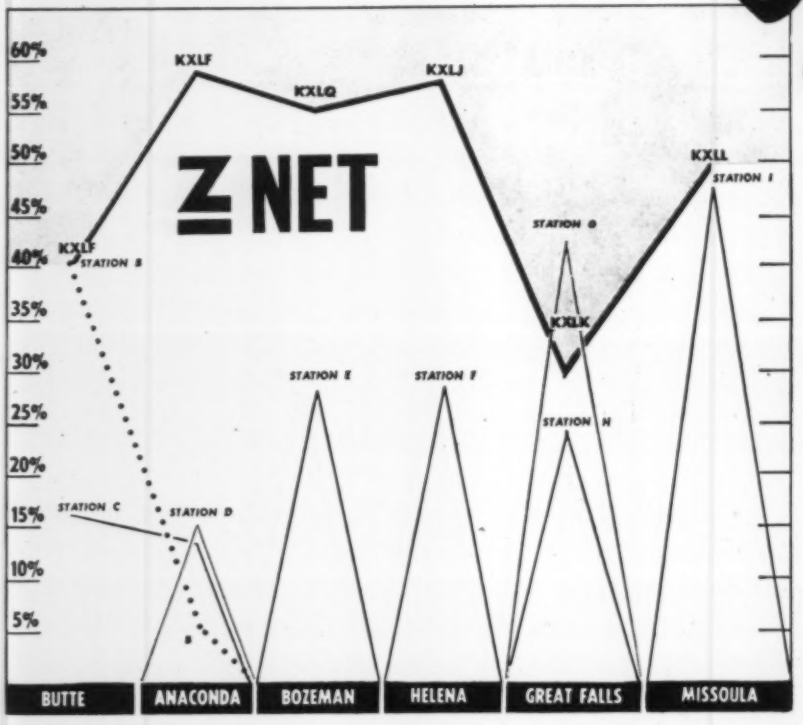
Joining the Commission's legal staff in January 1946, Paul Dobin served in the Litigation and Administration Div. In 1949 he was appointed legal assistant to Comr. Robert F. Jones.

Mr. Dobin, a native of New York City, where he was born in 1918, attended local public schools there. In 1938 he received his B.A. degree at City College of New York and then attended Harvard Law School. There he was note editor of *Law Review* and was graduated with an LL.B degree in 1941. Called to military service that year, Mr. Dobin served in the Army until 1945 becoming a master sergeant. He is a member of Phi Beta Kappa.

Harris to Nielsen

MURRAY HARRIS, formerly director of advertising and promotion for WNBC and WNBT (TV) New York, today (Monday) joins A. C. Nielsen Co. as director of public relations for the radio and television division. He succeeds the late Phil Frank.

COMPARATIVE SHARE OF AUDIENCE IN 6 MONTANA CITIES



6 Day and Night

Percentages shown in this graph are based on BARROMETER surveys for January-February, 1951 for 6 Montana Cities.

Monday through Friday average listening 6:00 A.M. to 11:00 P.M. Averages for stations signing on after 6:00 A.M. or signing off earlier than 11:00 P.M. are based on actual time on the air.

Complete Coverage on Z Net (with a single contract) . . . a better buy!

1 announcement	$17.00
¼ hour	40.00
Stations B, D, E, F, G, I . (maximum competitive coverage)	
1 announcement	$ 41.06
¼ hour	133.00
Stations C, D, E, F, H, I . (minimum competitive coverage)	
1 announcement	$ 44.11
¼ hour	147.00

The Z Net, when purchased in combination with other XL Stations (KXL-Portland) (KXLY-Spokane) of the Pacific Northwest is procurable at a lower rate than even the low rate quoted above.

Pacific Northwest Broadcasters
San Francisco Los Angeles

The Walker Co.
New York Chicago

IN APRIL 1951—

a $60 ad in Philadelphia newspaper "A" brought **38** replies for a booklet

a $60 ad in Philadelphia newspaper "B" brought **48** replies for the same booklet

a $60 spot on Philadelphia's KYW brought **761** replies for the same booklet!

Same cost.. but what a whale of a difference in results! Here's additional evidence that radio is America's great advertising medium.. and that KYW is radio's great buy in the Philadelphia market-area! For availabilities, check KYW or Free & Peters.

It's your dough—don't waste it!

KYW Philadelphia

50,000 WATTS

NBC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc

WBZ • WBZA • KDKA • WOWO • KEX • KYW • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

in West Virginia . . .

your dollar goes farther with "personality"

More than a million West Virginians, (with a half-billion dollars to spend annually) can hear your sales story when you put this potent pair of "Personality" Stations to work for you. And WKNA and WJLS are yours at a combination rate that is about the same as you would pay for any single comparable station in either locality. Make us prove it!

WKNA
WKNA-FM
CHARLESTON
950 KC—ABC
5000 W DAY • 1000 W NIGHT

WJLS
WJLS-FM
BECKLEY
560 KC—CBS
1000 W DAY • 500 W NIGHT

the personality stations

Joe L. Smith, Jr., Incorporated
Represented nationally by **WEED & CO.**

HOUSE INQUIRY *To Probe Gov't-Industry Appointees, Groups*

A THOROUGH exploration into practices involving appointments of so-called "dollar-a-year" executives for top defense posts and the formation of industry advisory groups to consult with government agencies loomed on Capitol Hill last week.

Plans for the far reaching probe, announced by the House Judiciary Monopoly Subcommittee, stemmed from complaints that some industry executives may have tended to favor their private firms over the public interest, it was learned.

Another basis for the probe, which gets underway with hearings by the subcommittee June 11, is current speculation that advisory groups have not been consulted in some instances and have exceeded their consultative role in others. Another phase tabbed for inquiry is the problem of tax benefits accruing from cost write-offs on new plants.

Inherent in the probe, though not specifically mentioned, are the appointments of top executives from radio-TV manufacturing, broadcast and other vital industry segments.

Ernest Goldstein, subcommittee counsel, declined to outline the possible agenda for the hearings, but indicated that the general theme of "favoritism" would be explored. Schedule of witnesses had not been set.

Justice Questions

The existence of industry advisory groups—in fact, their very legality—has been questioned right up to the Dept. of Justice, which last year laid down a requirements code designed to "minimize" the possibilty of anti-trust violations [BROADCASTING • TELECASTING, Nov. 27, 1950].

Groups involving the participation of broadcasters, manufacturers and other communication segments have mushroomed steadily during the nation's mobilization effort. Among the units set up under government initiative thus far are the Broadcast Advisory Council, the Joint Electronics Industry Advisory Committee, Signal Corps Advisory Council, Communications Advisory Committee, Radio-TV Appliance Committee, and a host of smaller groups devoted to electronics end products and component parts. The BAC was set up at the urging of the White House itself.

In the case of the recent government construction order, which requires broadcasters to seek authorization before building (see separate story), the industry through NARTB had complained that it was not consulted before the regulation was issued. The National Production Authority held that it had consulted in advance with the Construction Industry Advisory Committee.

Top government authorities have long contended that industry efforts can not be galvanized into the defense production picture unless advisory units are set up and industry executives are called in to serve fulltime with various agencies.

With respect to "dollar-a-year men"—now described technically as men who serve "without compensation"— the broadcasting and manufacturing industry has contributed a number of executives. Authorities cite a practice, however, whereby these and other executives are restrained from participating in decisions directly affecting their own companies.

Among those who now serve in top-level government capacities are William S. Paley, CBS board chairman, now head of the President's Materials Policy Commission; Lewis Allen Weiss, formerly with Don Lee-Mutual and consulant to Hughes Aircraft, now director of NPA's Office of Civilian Requirements; Edmund T. Morris Jr., Westinghouse Electric Corp., Baltimore, chairman of the Electronics Production Board; Walter W. Watts, executive vice president of RCA, deputy administrator of the Defense Production Administration; Arthur R. Treanor, part owner of WOOD Grand Rapids, director of NPA's Printing & Publishing Div.; and others.

When President Truman signed the Defense Production Act last year he stressed that its provisions should be administered as much as possible by full-salary government employes.

Rep. Emanuel Celler (D-N.Y.) said his group will seek to "ascertain whether the clear intent of Congress that the anti-trust laws be not disregarded in the course of the mobilization of our resources has been honored in the administration of the Defense Production Act," and whether portions of the Act are sufficient.

The monopoly group also will look into the current practice of tax benefits through accelerated writeoffs of the cost of new plants when authorized for defense purposes. Procurement programs of the Defense Dept.'s Munitions Board and pricing policies of the Office of Price Stabilization also will command members' attention.

WRFC Switch

INITIAL decision to grant WRFC Athens, Ga., nighttime operation was announced by FCC last Tuesday. Hearing Examiner Elizabeth C. Smith recommended WRFC be granted a change in facilities from 1 kw daytime only on 960 kc to 1 kw day, 500 w night directional, on 960 kc. Miss Smith found that although certain minimum FCC engineering standards would not be met, the added service to local residents offsets the deviations from the rules.

this is it!

UP
The TL-10 in raised position allows discs to be played

DOWN
The TL-10 mounted and ready for perfect tape reproduction

new PRESTO Turntable Tape Reproducer

When we introduced the PRESTO TL-10 at the IRE, NARTB and Parts Show this spring we knew it was good—and we knew that there was a place for it in the nation's stations, recording studios and schools.

But we never realized just *how* popular it would be. This inexpensive turntable tape reproducer has turned into the sensation of the industry—and here are a few of the reasons why!

- Easy to attach to and remove from any standard 16" turntable.
- No motor—turntable acts as motor.
- Can be plugged into any standard speech input equipment.
- Speeds of 7½" and 15" per second, response up to 15,000 cps.
- Low cost—but has reproduction quality and fidelity of a high priced machine.
- Easy to operate—and maintain.

If you haven't ordered your TL-10 already, do it today. Its addition to your studio will save you time . . . space . . . and money!

PRESTO
RECORDING CORPORATION
PARAMUS, NEW JERSEY

Export Division: 25 Warren Street, New York 7, N. Y.
Canadian Division: Walter P. Downs, Ltd., Dominion Square Bldg., Montreal

TRADE PRACTICE

FTC Sets June 21 Meet

FORMAL designation of June 21 as the date for a radio-TV industry trade practice conference in Washington was announced last Monday by the Federal Trade Commission, which will supervise the proceeding.

FTC Chairman James Mead will preside over the session, which was set to hear suggestions for industry rules designed to prevent unfair or deceptive practices under the commission's cooperative program. Proposed rules will cover radio and TV sets and combinations, extending earlier regulations laid down by the commission in 1939 for the radio receiving industry.

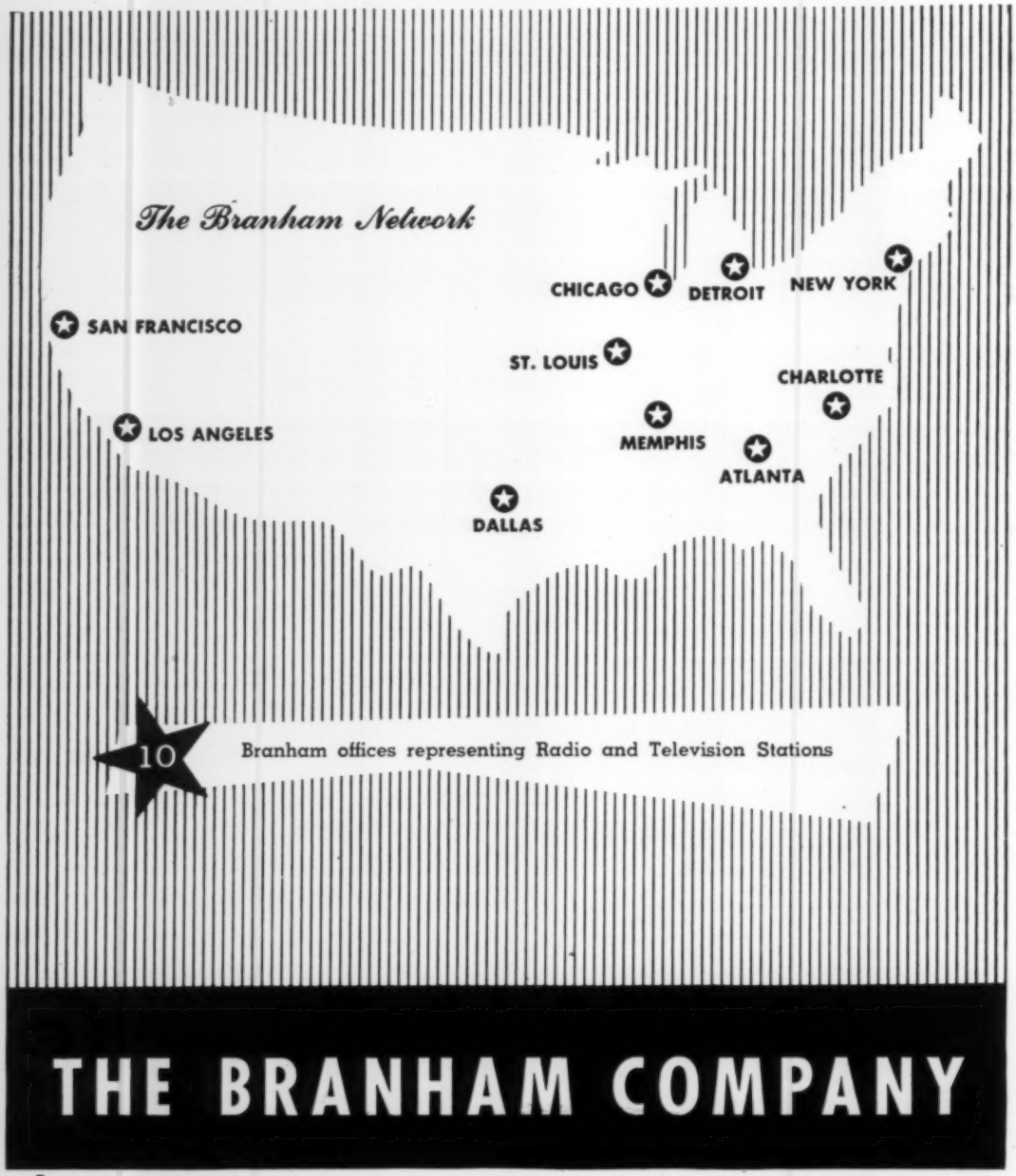
Radio-Television Mfrs. Assn., which requested the conference earlier this year, will be represented by a special trade practices committee, headed by Ben Abrams of Emerson Radio & Phonograph Corp. All companies "engaged in the manufacture, sale or distribution" of radio-TV sets and parts or accessories are invited to attend the conference, to be held in the National Archives Bldg., Washington, at 10 a.m.

Proposed Subjects

Proposed subjects for discussion include misrepresentation on TV sets as to size of picture tube, static interference, simplicity of operation, and number of operating tubes. Deceptive pricing, warranties, and imitation of trade marks and names also will be considered.

The commission will draw up a draft of proposed rules for distribution to all parties, and an opportunity will be afforded for written or oral objections and other suggestions before the commission promulgates rules.

M. C. SCOTT (l), chief engineer, WIOD Miami, Fla., explains to J. Leonard Reinsch, managing director, Cox stations, details of the construction of a concrete anchor for one of the new hurricane-proof towers being built at WIOD's transmitter site in Biscayne Bay. Total weight of the concrete and steel in the three anchor foundations and the tower base foundation is 3,527,000 lbs.



RETAIL ADS

Plan Bigger Fall Budgets

RETAILERS across the nation are planning expanded advertising in the fall, much of which will be directed toward attracting new customers, a National Retail Dry Goods Assn. survey of department, chain and specialty stores revealed last week.

More than 700 large and small stores, asked what radio, TV and appliance inventory policy seemed best for merchants during the second half of 1951, voted 73% for sticking to normal stock-sales ratios; 20% for keeping inventories to a minimum; and 7% for trying to stockpile wanted items.

Regarding the direction retail sales efforts should take respecting advertising budgets, 77% reported they would advertise more liberally, while 23% said they would keep advertising at a minimum.

Concurrent with announcement of the survey, NRDGA's Controllers Congress published the 1951 edition of *Departmental Merchandising and Operating Results of Department and Specialty Stores*, in which an analysis of publicity expenses of major merchandising groups showed that retailers failed to increase their 1950 fall advertising budgets in proportion to their increased sales. Department stores with more than $1 million yearly volume spent 4.05% of sales for publicity in 1950 in contrast to 4.22% in 1949, it was reported. Publicity data indicated no significant variations from the previous year in distribution of the publicity-expense dollar by advertising media, it said.

CARL G. SUBER

Dies After Fall At Home

CARL GUSTAVE SUBER, 45, account executive for J. M. Mathes Inc., New York, was fatally injured May 26 in a fall in his home at Darien, Conn. His widow, Mrs. Gretchen Suber, said she found his body at the foot of stairs leading to the second floor. The medical examiner stated that death was due to a skull fracture.

In addition to his widow, surviving are a daughter, Caroline; a son, Carl G., Jr.; his father, the Rev. Gustav F. Suber, pastor of the Stamford Evangelical Congregational Church in Stamford, Conn., and a brother, Ralph C., of Norwood, Mass.

KLIF From 1 kw To 5 kw

KLIF Dallas, key station for Liberty Broadcasting System, on Saturday increased its power from 1 kw to 5 kw. The station, represented nationally by John E. Pearson Co., is owned and operated by the Trinity Broadcasting Corp., Dallas. KLIF retains its former frequency, 1190 kc.

FIGHT Crime slogan contest of WOL-AM-FM Washington, D. C., was won by a Catholic U. junior, Miss Farida M. Saad, who submitted the entry, "If you overlook crime, it will overwhelm you." Judges of the 8,000 entries were Sen. Estes Kefauver (D-Tenn.), Sen. William Knowland (R-Calif.), and Atty. Gen. J. Howard McGrath. Seated (l to r) Sen. Knowland, Sen. Kefauver and Atty. Gen. McGrath. Standing, Robert W. Miller, WOL director of public relations; Charlie Bright, WOL emcee, and Fred A. Palmer, general manager of WOL and WRFD Worthington, Ohio.

IOWA FEUD

KRNT, School Assn. Clash

LONG standing friction between broadcasters and the Iowa High School Athletic Assn. flared up again last week after the school group banned a KRNT Des Moines sportscaster from a WOI-TV Ames telecast. Lyle Quinn, executive secretary of the Association, reportedly issued an "ultimatum" to WOI-TV, the Iowa State station, that it could not telecast a high school track meet sponsored by the group on May 26 if Al Couppee, KRNT sports director handled the commentary.

Mr. Couppee was withdrawn from the telecast. The move followed dissension between him and the association which started last March during the state high school basketball tourney, also sponsored by the association. Members of the group at that time were quoted as saying the sportscaster did not present "a fair picture" of the games, and charged him with being biased and critical.

KRNT, which is bringing the details to public attention, takes the position that the association is interfering with freedom of speech and press. Robert Dillon, vice president of Cowles Broadcasting Co. and general manager of KRNT, said "Mr. Quinn made an arbitrary decision, and did not give Mr. Couppee forewarning or an opportunity to be heard." His order, Mr. Dillon said, "in effect told the station how to cover the event and who should report it."

turn to page 6

KWIK

D-F-S IN S.F.

C. H. McDougall Opens Office

CHARLES H. McDOUGALL, vice president, BBDO San Francisco, has resigned to establish offices in that city for Dancer-Fitzgerald-Sample Inc. Office will be known as Dancer-Fitzgerald-McDougall Inc., with Mr. McDougall a partner and president of the new western company. Other Dancer-Fitzgerald-Sample offices remain unchanged with H. M. Dancer continuing as president.

Robert L. Nourse Jr., formerly account executive with Compton Adv. Inc., has joined the D-F-S Hollywood office. He will work with Alvin Kabaker, vice president and manager on new business, and handle the Modglin Co. account. Beatrice Kimm West has been added to the agency staff to work on print media and production. She also formerly was with Compton Adv.

KIOA Coverage

FINAL decision was announced by FCC last Monday to grant KIOA Des Moines a change in its daytime directional antenna from six to two elements, thereby increasing daytime coverage. KIOA is assigned 940 kc with 10 kw day and 5 kw night. Station will continue to use a six-element, directional array at night. FCC concluded on the basis of its hearing, held because of opposition from KMA Shenandoah, Iowa, that the change would "result in a gain of service to 527,915 persons, and in a much more efficient use of the frequency." FCC ruled KMA would lose 18,099 persons. Both groups already have 10 primary services, the decision said.

RADIO RIGHTS

PAB To Mull School Rates

EFFORT to set up a new formula for high school athletic broadcasts, easing exorbitant charges for station rights, will be sought at the June 10-11 meeting of the Pennsylvania Assn. of Broadcasters, to be held at Galen Hall, Wernersville, Pa.

Two high scholastic officials will meet with the state group in an effort to reach a meeting of the minds. Charges of $250 a game have been assessed, forcing many stations to carry the play-by-play at a heavy loss.

Agenda for the state gathering was drawn up at a meeting of the board of directors, held May 26 at State College, Pa., according to President Victor C. Diehm, WAZL Hazleton. Taking part were James F. Murray, KQV Pittsburgh; Sam Booth, WCHA Chambersburg; George E. Joy, WRAK Williamsport; David J. Bennett Jr., WKBO Harrisburg; George D. Coleman, KGBI Scranton, and T. W. Metzger, WMRF Lewistown.

Next board meeting will be held Saturday, June 9, ahead of the state conclave. Business sessions will open in connection with the Sunday night dinner. Mark N. Funk, president, Pennsylvania Interscholastic Athletic Assn., and Edmund Wicht, executive secretary, will answer questions submitted in advance.

Monday will be devoted to shirt-sleeve discussions, with association members handling all panels. Gordon Gray, WIP Philadelphia, is program chairman with Louis H. Murray, WPAM Pottsville, convention chairman.

MANSFIELD BILL

Covers Political Talks

COMPANION bill to Sen. Ed C. Johnson's (D-Col.) legislation to help clarify the Communications Act in respect to political broadcasts [BROADCASTING • TELECASTING, April 30] was introduced in the House May 23.

Rep. Mike Mansfield (D-Mont.) entered the bill (HR 4240) which is identical in content to the Senate version (S 1379). It was referred to the House Interstate Commerce Committee.

As in Sen. Johnson's case, it was understood the bill was introduced at the suggestion of Ed Craney, of the Pacific Northwest XL stations. The legislation would bring any person "authorized" by a political candidate to speak for and on his behalf under the same coverage of the Act as it pertains to the political candidate, himself.

WORLD Broadcasting System, New York, will increase the weekly amount of material for the *Dick Haymes Show* from three quarter-hour programs to five, and that of *The Three Suns* from one to three quarter-hours, because of member-station requests, the firm announced last week.

For ears that cuddle closer
And folks who can't say "no sir". . .

Pick a station that's a honey
Programs that really do you good;

And you'll make a lot more money!
In Greater Grand Rapids, it's WOOD!

Is WOOD a real buy?
Call Katz and see why!

In Greater Grand Rapids . . . the most ears are WOODpecked

- WOOD appeals to Greater Grand Rapids' most diversified audience
- Covers Michigan's largest inland market
- Gives you lowest cost per thousand
- Gives you best local programming and promotion
- Is Greater Grand Rapids' *only* 5000 watt station

For the best earful in Greater Grand Rapids . . .

WOOD

GRAND RAPIDS, MICHIGAN

5000 WATTS • NBC AFFILIATE

Also WFDF — Flint, Mich., WEOA — Evansville, Ind. WFBM — Indianapolis, Ind.

National Representatives
Katz Agency, 488 Madison Ave., New York, N. Y.

Chicago, Detroit, Kansas City, Atlanta, Dallas, San Francisco, Los Angeles

There's No Waste at Atlas. . .

Paper Profits Climb 1,500% With WDZ

ACTUAL PROFITS on paper sales have increased 1,500% for a Decatur, Ill., waste paper collection firm which buys time on a single local radio station.

The Atlas Waste Paper Co.—before it started a heavy schedule of spot announcements on WDZ Decatur last July—collected 10 tons of paper daily and employed 18 persons. With use of 14 30-second spots daily on the station, sprinkled throughout the entire broadcast schedule, and four noon-time newscasts, the firm is now collecting 150 tons of paper daily. It employs 60 persons on two shifts, and has spent $30,000 on new equipment to take care of new orders. Working at a 2,000-ton per month level now, the company owns 15 semi-trailer trucks, and ships waste paper by railroad freight car volume also. In 1948 Atlas bought its first truck.

Lewis Burstein, owner of Atlas Waste Paper, says there are several business factors involved in his soaring volume, "but first and foremost is radio advertising, the single item which must be given full credit." He finds the growth "remarkable," and because he advertises only on WDZ "it is obvious credit must go to the station too."

Paper profits paid for these two semi-trailer trucks, along with 12 others bought by the Atlas Waste Paper Co. Employes are processing waste paper at the loading dock, after which it will be sold to mills.

* * *

Other factors he cites as contributory to higher volume are the increased need for paper because of the war in Korea and the fact that Atlas is the only downstate Illinois concern equipped to furnish mills and processors with sorted and graded paper.

"The first step in the firm's expansion depended upon its source of supply, and WDZ furnished that supply," Mr. Burstein says.

The company returned to radio last July after a three-year layoff. Commercials used in 1947 adjacent to baseball broadcasts on WDZ bought "excellent results, but only for a time" because paper mills were operating at 40% of capacity and people were burning their scrap paper. "Our business was shot, so we stopped advertising," Mr. Burstein explained. When paper became "short" again last summer, the radio schedule was resumed and expanded.

Wide Coverage

Only 25% of the paper collected now comes from Decatur proper. The remaining 1,500 tons monthly is bought from listeners in other cities and in nearby rural areas. The saturation spot campaign suggested by WDZ salesmen last summer to attract families in the entire coverage area has paid off, Mr. Burstein believes.

Commercial copy stressed—and still does—that "Atlas is the only *continual* waste paper buyer in Decatur." Shortly after the campaign started, Mr. Burstein says, "waste paper was literally bulging from every one of our loading docks and was stacked outdoors, despite winter weather conditions, until it could be processed." Volume was so great "we had to operate on two shifts. We now plan to enclose additional space and add about one-third to the size of our present building."

He surpassed his own objective of informing the thrifty housewife that she could *sell* something this time rather than buy it. Noon-time newscasts four days weekly brought in large audiences outside Decatur. Farmers were asked to dump paper in the back of their pick-up trucks when they came to town. The continuing collection feature was repeated to get sales from scattered civic groups which conduct fund-raising campaigns periodically.

Familiar Name

Constant repetition of the name Atlas and the service on WDZ "has introduced us to people all over Illinois," Mr. Burstein says. Recently a man 200 miles from Decatur sold a truckload of paper to Atlas, saying he'd heard the radio advertisements.

Checking sellers on what prompts them to go to Atlas, the firm found many from small towns within 150 miles decided to stop in Decatur with the waste paper on a shopping trip to St. Louis or Springfield. Profits from the paper "pay for their gas, and it doesn't cost them anything to stop." By attracting out-of-towners to the city, Atlas believes it is also building up business for local merchants.

There *will* be a scarcity of paper, Mr. Burstein knows, "but not of *waste* paper. I'm not worried about the future, because all we have to do is educate people to save their waste paper.

"And that's easy, because we'll just keep hammering away at them on WDZ, where we know we'll get results."

It's "CACTUS" they're stuck on!

and "Cactus" does the *Austin Hoedown* on KTBC, Monday thru Friday, 8:30-8:55 am. "Cactus" *aint* a lady—but the ladies listen and buy.

Sponsors, too, are *stuck on* "Cactus" Richard "Cactus" Pryor, PD at KTBC, has sold or is now selling:

BLUING	CLEANERS	MILK PRODUCTS
BOY'S CLOTHING	GROCERIES	OIL & GAS PRODUCTS
BREAD	HAIR TREATMENTS	RECORDS
BUS SERVICE	HOBBY SHOPS	READY TO WEAR

"The Strongest Voice in the Capital of the Biggest State

KTBC CBS LSC 5000 Wls 590 kc Austin, Texas

The O. L. Taylor Company — National Representatives

Canada's New Rate Book

NEW 1951 rate book of all Canadian broadcasting stations, published annually in loose leaf form by the Canadian Assn. of Broadcasters, is expected to be ready for distribution to Canadian and American advertising agencies by July 1. Rate cards from all Canadian stations, whether CAB members or not, are prepared in standard form for ease of fact finding by sponsors and agency timebuyers. The 1951 rate cards will show that about a quarter of all Canadian stations have raised their basic rates, a number have dropped certain frequency discounts and made other slight upward revisions in rates in keeping with increasing costs.

How you can sell 21 markets with one radio station

WGY

Station WGY is unique in the East. Its 53-county coverage area can only be compared geographically with large, isolated stations in the West. The WGY coverage area is extensive and isolated, but this prosperous industrial and agricultural region is thickly populated and evenly spread with high-income families that buy big volumes . . . and more families listen to WGY than any other station in the area. WGY provides the only way to combine this valuable region into one coverage area.

* A Total of 451,230 Radio Families
* A 3 Billion Dollar Market

WGY Gives Dominant Coverage of These 21 Major Trading Centers

. . . each with 25,000 or more population. When you select WGY, your sales message will be heard by 55% more radio listeners in these 21 bustling industrial cities than the next best station in the area . . . with WGY you can sell these 21 major trading areas as one richly concentrated market.

NEW YORK		MASSACHUSETTS
Albany	Norwich	Adams
Amsterdam	Oneonta	North Adams
Glens Falls	Rome	Pittsfield
Gloversville	Saratoga Springs	VERMONT
Hudson	Schenectady	Barre
Johnstown	Troy	Bennington
Kingston	Utica	Rutland
		Burlington

Total Population— 701,500
Total Retail Sales—$818,301,000

. . . add to this the home counties in which these 21 cities are located and you have this richly, concentrated "21-in-one" market . . . .

Total Population— 1,247,000
Total Retail Sales $1,162,225,000

WGY Gives Dominant Coverage of 36 Additional Counties

. . . all in the WGY Primary Coverage Area.

WGY is the favorite radio station of more radio families in small towns and rural areas in 36 additional counties in the WGY Primary Coverage Area . . . 55% more listeners listen to WGY than to the next best station in the area. There are more radio families in these 36 counties outside the 21 larger markets than within the cities . . .

316,310 radio families

WGY Farm Families are an important part of the WGY coverage area and audience. They own and farm 20,881,000 acres of rich farm land that produces $458,000,000 worth of farm products each year.

In Addition, WGY reaches out to 119,274 radio families beyond the WGY primary . . . more thousands of WGY listeners and more big sales volumes for you. This brings the total population for the entire WGY BMB area—primary and secondary—to 2,980,100, with a total SPENDABLE income of $3,888,405,000.

WGY Offers You

. . . the most power in the area, 50,000 watts.

. . . 29 years of radio experience in time-tested localized programming designed to fit the whole family and all families throughout the area.

. . . the exclusive NBC affiliate in the area . . . tops in NBC programs.

Plus 36 additional counties in the WGY area

And your advertising messages on WGY will assure you of domination of the listening audiences throughout the entire area . . . WGY provides:

. . . more markets than any other Up-state New York station.

. . . larger audiences than any other station in the area (55% more listeners than the next best station).

. . . wider coverage than any other station in the area.

. . . a lower cost than any combination of stations in the area to reach the same markets.

WGY is a unique station covering a rich area. Here are 50,000 watts, a powerful salesman that influences the buying motives of more radio listeners than any other station in the 53-county area . . . the only other large station in the area is limited by directional antenna and high broadcast frequency. That's why more national and local advertisers choose WGY to do their selling job in rich Up-state New York and New England . . . where 1,045,717 homes spend more than 3 billion dollars each year in retail stores.

WGY Advertisers Get Results

. . . 8 short announcements produced orders for 38,400 strawberry plants.

. . . 1,483 mail orders for a $3.98 article cost the sponsor but 15 cents per order.

. . . WGY's "Chanticleer" has pulled an average of 3,000 letters per month for 18 months.

These are but a few of the many advertisers' result stories that WGY will be glad to show you. These customers could be your customers in WGY coverage area, with WGY.

Represented Nationally by NBC Spot Sales

810 on your dial
50,000 Powerful watts
affiliated with NBC

WGY
A GENERAL ELECTRIC STATION

some time buyers travel to get information like this

But not when it's at their fingertips in RARD*

An important agency time buyer says, "The markets to be developed by radio advertising are selected jointly by agency and client. Say we start in Minnesota and the only information we have is from a small station up there. *Then I have to go up there personally and talk with the stations and people to find out which are good and which are not good for us.*"

Such first-hand field surveys take time and cost money. Only a few buyers of time find it possible to work that way.

So it's a boon to buyers everywhere when stations, like WGY, make the information they need available in the SRDS radio and television publications and in CONSUMER MARKETS. Market information. Coverage information. Audience information. Program information.

When you're comparing stations and their markets, it pays to check the Service-Ads as well as the listings in RADIO ADVERTISING RATES & DATA*, in TELEVISION ADVERTISING RATES & DATA** and in CONSUMER MARKETS. They may save you much further searching for the information you want.

** Radio Advertising Rates & Data—formerly the Radio Section of SRDS*
*** Formerly the Television Section of SRDS*

Note to Broadcasters: In the 64-page SPOT RADIO PROMOTION HANDBOOK buyers of time tell what they want to know about stations. Here's a wealth of time-selling and promotion ideas. $1.00

the unbeatable media-buying team!

Radio
ADVERTISING RATES AND DATA

Published by Standard Rate & Data Service, Inc.
Walter E. Berthof, Publisher
333 North Michigan Avenue, Chicago 1, Illinois · New York · Los Angeles

XUM

MAJOR'S RULE

Upheld In Federal Court

A U. S. District Judge last week ruled that major league clubs can prohibit broadcast of their games in areas where minor league teams are playing.

This ruling, in effect, put a stamp of legality on baseball's rule which gives major league clubs the right to forbid broadcasting of their games by stations within 50 miles of minor league games.

A restraining order had been sought by WFIN-FM Findlay, Ohio, which asked permission to broadcast Cleveland games while the Lima, Ohio, team was playing at home.

The dispute grew out of the Cleveland club's refusal to permit the broadcasts.

The judge, Frank L. Kloeb, said that the principals would be called again June 18 but did not explain the nature of that call.

PREPARING to address a joint session of the Massachusetts legislature, Bob Clayton (center), disc jockey at WHDH Boston, accepts the gavel from Senate President Richard I. Furbush (l), and Sen. John F. Powers, minority floor leader. The legislators invited Mr. Clayton to address the joint session last month. The law makers have twice appeared with their song selection on his program, *Boston Ballroom*.

SCORES CUTS

Affiliates Urged to Act

DECLARING that radio has plunged its rate structure "into a witch's cauldron," George P. Hollingbery, president of the representative firm bearing his name, last week said that "competitive media never could have hurt radio as radio is hurting itself." He referred directly to the CBS and NBC rate reductions.

In a letter to stations represented by his firm, Mr. Hollingbery said that "prompt, resolute action by network affiliates, working independently, can help to stabilize the overall rate structure now seriously threatened."

Though affiliates disapprove of the network reductions, Mr. Hollingbery feels they have "sound reasons to request and receive the following reciprocal action from the networks as a *quid pro quo:*

1. Pay stations at national spot rates for all network commercial programs broadcast in station time.

2. Provide full minutes instead of breaks for spot sale between all (day and night) commercial and sustaining programs. . . .

3. Eliminate hitch-hikers and cowcatchers. They started innocently enough but they take millions out of affiliates pockets.

4. Charge national spot rates for all cut-in announcements.

5. Stop networks' encroachment upon stations' spot revenues by refusing to accept such devices as the Tandem Plan, the Pyramid Plan, staggered five-minute newscasts without regard to a station's program structure, or selling implied program sponsorship for the price of announcements or any other subterfuge. . . .

6. Re-establish the integrity of the networks' rate cards. . . .

HUBBELL NAMED

Will Head 'Voice' Unit

APPOINTMENT of Richard W. Hubbell, radio-TV producer and consultant, as transcription service director for Voice of America was announced last week by Foy D. Kohler, International Broadcasting Div. chief, State Dept. Mr. Hubbell also will head a television section being established to explore the use of that medium internationally.

Author of two books on TV *Television Programming and Production*, and *4,000 Years of Television*, Mr. Hubbell entered broadcasting 16 years ago. His past associations include WTIC Hartford, WOR New York, WQXR New York, CBS-TV, WLW Cincinnati, *Time* Inc. and N. W. Ayer & Son Adv., New York. He has directed and produced more than 1,000 television programs several dozen short films, innumerable radio programs and has lectured widely.

With respect to international utilization of video, the State Dept. has prepared a survey, at the request of Sen. Karl E. Mundt (R-S.D.), which explores the possibility of supplementing the Voice of America in certain overseas locations. Inherent in the plan, proposed by Sen. Mundt last year, is the use of large screen community receivers as phychological weapon in Asia and Europe. The study may be released shortly.

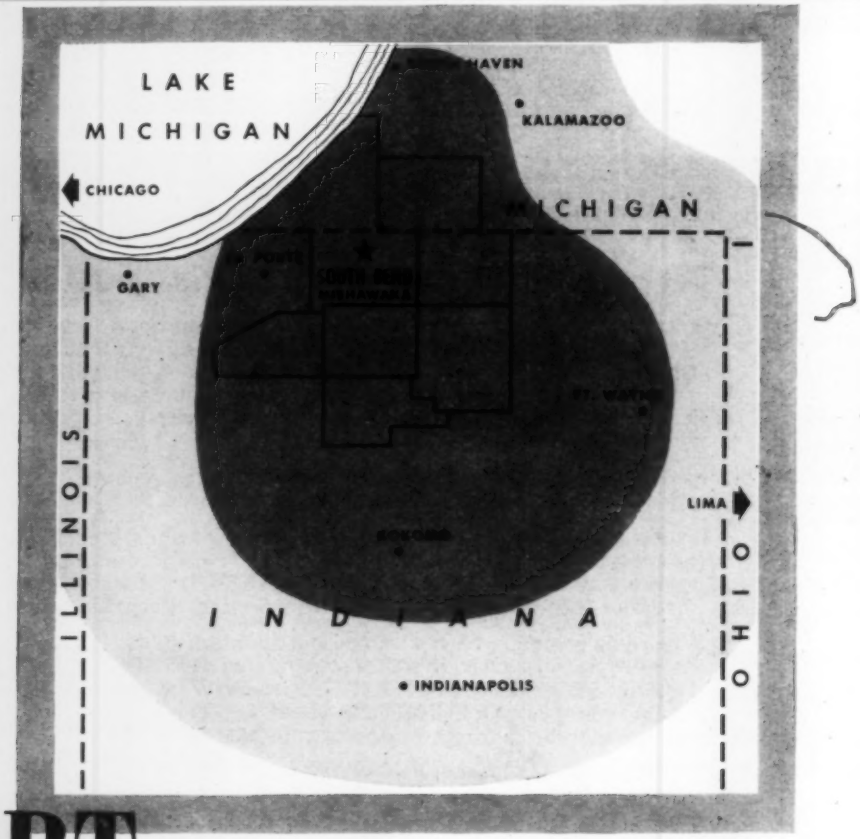
MUTUAL 'BLOCK'

To Remain on for Summer

A BLOCK of MBS Sunday-afternoon mystery and adventure programs will remain on the air throughout the usual summer hiatus period, the network announced last week.

Among them are *The Shadow*, 5-5:30 p.m.; *True Detective Mysteries*, 5:30-6 p.m.; *Challenge of the Yukon*, 6-6:30 p.m.; *Nick Carter, Master Detective*, 6:30-7 p.m.; and *Wild Bill Hickok*, 7-7:25 p.m.

Increased use of portable radio receivers, plus specific requests by fans of the programs, were responsible for retention of the programs during the summer, the announcement said.



WSBT GIVES YOU BONUS COVERAGE!

The South Bend-Mishawaka trading area — all by itself — is a market worth covering. Over half-a-million people live in these eight counties alone. They spend nearly half-a-billion dollars a year on retail purchases.

And that's just *part* of WSBT's primary coverage! The entire primary area takes in 1½ million people who spend nearly $1½ billion a year. That's what we mean by *bonus* coverage!

Want your share of this big, rich bonus? It's yours with WSBT, the only station which dominates the entire market.

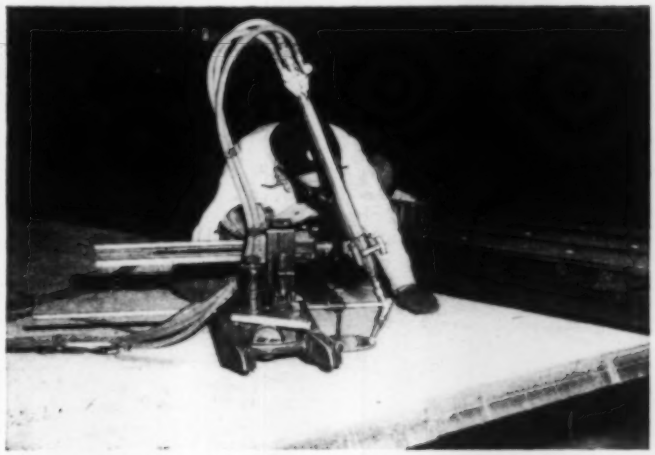
WSBT SOUTH BEND
5000 WATTS • 960 KC • CBS

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

WANTED: 7 MILLION MORE TONS OF "JUNK"

Part of the diet of a steel mill is scrap iron and steel . . . 52 million tons last year. But new mills are being built (and output of existing mills increased) faster than scrap supplies come in. Can you help us find more scrap?

1 LOOK IN THE INDUSTRIAL ATTIC FIRST: If you work in a factory or shop, look around for old machines, suggest other ways your company can make money by selling more scrap to local dealers.



2 WHAT BECOMES OF THE HOLE? In a steel mill, every bit of scrap is collected and re-used. This man is flamecutting armor plate. The steel he cuts out will be re-cycled to the furnace. You can help increase the steel supply if you sell an old tractor, or a plow, or a jalopy, to your nearest scrap dealer.

3 HOW MANY OLD MACHINES TO MAKE A NEW TANK? Everybody hates to break up a machine. Some factories, for instance, continue to hold obsolete machines. Now is the time to haul out old metal of every kind and sell it for scrap.

One of the most interesting examples of American-capitalism at work is the scrap dealer to whom you will sell your old iron and steel. Read the interesting story of how he feeds the steel mills, at a profit. Write for the reprint from STEELWAYS magazine, "Meet a New Aristocrat—the Junk Man". American Iron and Steel Institute, 350 Fifth Ave., New York 1, N. Y.

Patti
Ray An
CO-S RR
RHYTHM RE
A sponsor's dream come t NEW
standing personalities! The
by Ray Anthony, America's
Page, America's number on
on a nation-wide radio pro
Most important, these two
leading theatres, hotels and
AND — their recordings a
RHYTHM RENDEZVOUS will
by mid-July. Don't lose out
LANG-WOR
113 WEST 57th
WESTERN OFFICE
LANG-WORTH Feature Prog
14579 Benefit St., Sherman Oa

t Page
Anthony
O-S RRING IN
M RENDEZVOUS
ne NEW radio idea, co-starring two out-
The lending of music and song — music
ca's pular dance band, and songs by Patti
r on vocalist — together for the first time
pro
wo stars TODAY! Standout attractions in
and us, their popularity increases daily —
s a rent favorites!
wil able over Lang-Worth affiliated stations
out descriptive brochure . . . it's a natural!
FEATURE PROGRAMS, Inc.
NEW YORK 19, N. Y.
CANADIAN OFFICE
S. W. CALDWELL Ltd.
80 Richmond Street West, Toronto

editorial

Lock and Key

THE BROADCAST services epitomize the lock and key. It is the transmitter and the receiver; the broadcaster and the manufacturer.

The broadcaster came first. He transmitted programs which enabled the manufacturer to sell sets. So the manufacturer sells programs, not pieces of ornate furniture. The broadcaster sells the sets.

Without the manufacturer, the broadcaster and telecaster would be in a bad way for "circulation."

The manufacturers today are among the biggest customers of the newspapers. The newspapers, of course, regard radio and TV as direct business competitors. That's the reason so many of them are in radio and in TV.

The broadcasters and the manufacturers are working together better than ever before. But there's still a large area of mutual interest to be covered. Freedom of radio is just as important to the set-maker.

Recently the Radio-Television Mfrs. Assn. reorganized. Glen McDaniel, its new president, is a man of action—and of ideas. The NARTB likewise is undergoing reorganization, with Harold Fellows, an experienced and capable broadcaster, taking over the helm.

These men have an opportunity to carry the lock & key relationship to the millenium. They could initiate joint sessions at their annual conventions. They can tap the best brains in both fields. Mr. McDaniel can name a committee from his own membership representing both broadcasters and manufacturers—RCA (NBC); Hytron (CBS); Westinghouse (with six top stations); General Electric (WGY); Philco (WPTZ); Stromberg-Carlson (WHAM); DuMont, to mention only a few. NARTB has most of those manufacturers-owned stations in its membership.

What are the areas in which these virtually all-inclusive groups could work together? Certainly in the field of legislation. Certainly in bringing greater harmony between radio-TV and the newspapers (no one slaps a good customer indiscriminately).

Would Congress tax the circulation of newspapers? It is taxing the circulation of radio and TV sets (the broadcasters' circulation) to the tune of 10% per unit.

Disraeli once said:

No power is so great as an idea whose time has come.

Wise men, like Messrs. McDaniel and Fellows, can take Mr. Disraeli from here.

The Richards Case

LAST WEEK the celebrated Richards Case ended, without the formality of an FCC decision. George A. (Dick) Richards, who loved America as violently as he hated America's enemies, was struck down by the heart ailment his physicians had insisted precluded an appearance before the FCC in defense of his stewardship as a broadcaster.

Two weeks earlier, the FCC general counsel had recommended deletion of the three Richards' stations on the principal ground that Mr. Richards was not a fit person to operate them. This despite the fact that two of the three are pre-eminent in their markets. The general counsel castigated Mr. Richards for his failure to testify in person before the FCC.

Dick Richards did not deal in half-measures. He went all out, whether it was station operation, politics, sports or philanthropies. His success in industry and in radio were not happenstances. He was a master-salesman and had won his laurels in industry before there was radio. He, according to his own lights, aspired only to be a good American.

Dick Richards leaves radio better than he found it. He did not live to achieve the vindication for which he fought so valiantly, but with a heart too frail to bear three years of inquisitorial strife.

For the FCC there is only one course. That is to approve the involuntary assignment of the licenses of WJR Detroit, WGAR Cleveland and KMPC Los Angeles to Mr. Richards' heirs.

That is so because the Highest Authority has taken over jurisdiction in the celebrated "Richards Case."

Enter, Colorcasting

THE GREAT DEBATE over color television is ended. CBS emerges the victor in a clear-cut 8-0 decision of the court of last resort.

Now it is a question of when and how. CBS, in the next few weeks, will begin commercial colorcasting. In a fortnight it will have the manufacturing resources, by virtue of its acquisition of Hytron, to produce adapters, converters and complete color sets—within the limitations of defense controls on essential materials.

We have no doubt that once the public indicates its desire, other manufacturers will move into color production. With unprecedented inventories in black-and-white receivers, it stands to reason that it might be economic suicide to ignore color.

The issues of compatible versus incompatible color, of all-electronic versus whirling disc, no longer have legal validity.

But FCC Chairman Coy, in hearings a day after the Supreme Court opinion, clearly stated the door is still open. He obviously alluded to the RCA compatible system, in which vast improvements are claimed since the FCC closed the color record just a year ago. This presages multiple standards in color—eventually. As the record now stands, there are multiple standards in monochrome—the regular 525 line, and now the CBS 405 line. If and when the FCC approves the RCA compatible system, as implemented and improved through possible use of Hazeltine, Philco and G. E. patents, it will then be an open, free color competition. *Caveat Emptor* (let the buyer beware) will then become the by-word.

Indeed, unless the Korean situation ameliorates, even the introduction of CBS colorcasting on any substantial scale may become academic.

There are plenty of noses out of joint. No battle in radio has been more acrimonious. But the faster recriminations are forgotten, the better for all concerned.

Even before black-and-white television approaches maturity on a national service basis a new dimension is added. The potency of color can't be minimized. If black-and-white in a few short years proved itself the greatest sales and demonstrating medium ever devised, it shouldn't be too difficult to appraise the impact of full color.

Advertisers will want it. Evidently the transmitting costs will not be inordinately higher. The public has seen colorcasts—RCA as well as CBS—and likes them.

Progress can't be stopped. There may be the temporary hiatus occasioned by the defense emergency. But color is here. It is commercial. It's the CBS system today. It may be another system—a compatible one—tomorrow. The FCC cannot shut its eyes to technological development. The public can't lose. Isn't that the American way?

our respects to:

WILMOT LOSEE

FOR Wilmot (Bill) Losee, general manager of WINS New York, selling appears to be a casual activity—on a par, say, with barbecuing. The peaceful air of a vacationist before the flies arrive seems to hover about the 38-year-old manager of an independent station located, as he says contentedly, "in the world's most competitive market."

This blitheness of selling manner undoubtedly was part of the equipment with which he was born on July 14, 1912, in Brooklyn. Two months later, his family moved to Garden City, Long Island, where he still lives.

In the interim, he will admit—if pressed—that several things have happened. After entering the business world, in a manner of speaking, as a life guard at Jones Beach during summer vacations, the youthful Mr. Losee was graduated in 1931 from St. Paul's School in Garden City. Then he entered Duke U. in Durham, N. C., where he majored in business administration and was on the swimming team.

After college, he returned home and joined the sales staff of Abraham & Straus, a large Brooklyn department store, in which he learned merchandising and confirmed a long-standing hunch that he would like to sell.

His next post was with the Grocery Products Div. of Borden Co., in New York, as a salesman in the field—an experience which he believes has been invaluable; and at the time added considerably to his occupational enthusiasm.

From the Borden Co. he went to the John Budd Co., New York, newspaper representative firm, and there picked up a knowledge of newspaper advertising. Later, upon joining the Branham Co., New York, a firm representing radio stations as well as newspapers, he found out where his career lay.

In 1943, Mr. Losee joined WINS, then under Hearst ownership, and remained on the station's sales staff until he entered the Navy in 1944.

After two years in the Pacific as a torpedoman aboard a submarine tender, he returned to civilian life in 1946 and to WINS as an account executive. In 1947, he moved up to sales manager; and in 1950 was appointed general manager.

Today, as a visitor seats himself, Mr. Losee glances affectionately through his office windows at the 44th St. traffic, much like a gardener taking a peek at his roses.

"Sales," he says, as if the topic had just wandered happily into his mind, "is the nucleus of any business today. And research

(Continued on page 89)

Salesmaker to the Central South

The South's largest independent salt producer reports: "With one WSM Grand Ole Opry half hour a week, the area covered by this advertising has shown the greatest sales increase in the history of the Jefferson Island Salt Company!"

Radio Stations Everywhere But Only One...

WSM
NASHVILLE

with a talent staff of 200 top name entertainers . . . production facilities that originate 17 network shows each week . . . a loyal audience of millions that sets its dial on 650 . . . and leaves it there!

CLEAR CHANNEL
50,000 WATTS

IRVING WAUGH, *Commercial Manager*
EDWARD PETRY & CO., *National Representatives*

LIBEL SUIT

Hope Drops 'Life' Action

BOB HOPE's $2,010,000 suit against *Life* magazine was dropped when dismissal papers were filed in Superior Court, Los Angeles, the magazine reported.

The suit, filed last Nov. 16 [BROADCASTING • TELECASTING, Nov. 20, 1950] after "The Seven Deadly Sins of Radio," an article by Radio Critic John Crosby, appeared in the magazine, alleged that Mr. Hope had been libeled by a statement that he stole Fred Allen's jokes.

The dismissal announcement quoted Mr. Hope as saying that "since this suit was instituted, investigation and discussion have convinced me that *Life* was acting in good faith and without intention to harm me in publishing the article concerned."

Radio Club Officers

NEWLY-ELECTED Radio Executives Club of New York officers, installed at the bi-monthly club luncheon May 25 at the Waldorf-Astoria, were Norman Boggs, president (WMCA New York executive vice president and general manager); C. H. Cottington, vice president (Erwin, Wasey Co.-vice president); S. R. Dean, treasurer (treasurer of CBS), and Claude Barrere, secretary (program representative).

SEASON Wind-up Party of the Radio Executives Club of Boston was held May 21 in the Surrey Room of Hotel Touraine. About 200 members made a farewell toast to outgoing president, Harold E. Fellows. Newly elected club president, Edmund J. Shea [BROADCASTING • TELECASTING, May 14], presented Mr. Fellows with a 15-inch sterling silver vase for his Washington, D. C., office as NARTB president, and also a silver-banded gavel. L to r: (front row) Mr. Shea, Mr. Fellows, Elmer Kettell, Kettell-Carter, REC second vice president; (top row) Rudolph Bruce, New England Coke Co., treasurer; Wilmer G. Swartley, WBZ-AM-FM-TV Boston, first vice president; Paul Provandie, Hoag & Provandie Inc., secretary.

MURROW HONORED

Gets Weiss Memorial Award

EDWARD R. MURROW, CBS commentator and producer of *Hear it Now*, and Benjamin Fine, education editor of *The New York Times*, have been honored for their contributions to adult education by the New School for Social Research in New York. They received the Louis S. Weiss Memorial Award in Adult Education, established in memory of the New School's late chairman and emphasizing the school's purpose to foster adult education and self-education.

Dr. Horace M. Kallen, philosophy and psychology professor, in presenting the awards, cited Mr. Murrow for his treatment and interpretation of contemporary issues and events on *Hear It Now*.

For future awards, it was announced, consideration will be given to teaching, book-and-play writing, mass communications use and support of adult education activities. The 1951 award committee included Dr. Alvin Johnson, chairman; Dr. Lyman Bryson, CBS educational consultant; Dr. Eduard C. Lindeman, Dr. Louis M. Hacker and Dr. Paul McGhee.

NEW MEXICO ASSN.

Mail Ballots Sent

NEW MEXICO radio men last week were voting on the details of their first state organization, with officers and an organization name being picked by mail ballot.

At the suggestion of De Witt Landis of KICA Clovis, former Texas radio station owner and newspaper publisher, Associated Press radiomen met in Albuquerque on May 15. Al Stine, AP executive representative, Kansas City, and Oliver Gramling, AP assistant general manager for radio, attended the meet, at which 24 were present. Carl Dunbar, of KSIL Silver City, presided.

Nominees included Mr. Dunbar and Norman Loose, KAVE Carlsbad, for chairman; R. B. McAlister, KICA, and Ivan R. Head, KVSF Santa Fe, for vice chairman; and Miss Virgie Abeyta, KGGM Albuquerque, and Paul McEvoy, KSWS Roswell, for treasurer.

CLARK ELECTED

Heads Washington AP Group

HAROLD A. CLARK, KWIE Kennewick, was elected president of the Washington Associated Press Broadcasters Assn. in Yakima, Wash., May 12. The meeting was attended by 27 broadcasters from stations in Idaho, Washington and as far north as Fairbanks, Alaska.

Mr. Clark succeeds Patrick J. Cullen, KHQ Spokane news editor, who was called into the Army May 1.

William J. Wagner, president of Alaska Broadcasting Co. (KFQD Anchorage, KFRB Fairbanks, KINY Juneau, KTKN Ketchikan, KIBH Seward and KIFW Sitka), described how his six stations operated on two hours of wire news per day, and recommened that each stations have a news man. "While the cost may be high, it is worth it . . .," he said. "It pays in increased revenue and in prestige in your own community."

A film entitled, "Your News and its Revenue Potential," was shown, and the broadcasters heard Oliver Gramling, AP assistant general manager. Harry Long, KVI Seattle news editor, reported on a questionnaire submitted before the meeting to the stations.

RATE CUT ECHOES

WGAR Reduces Personnel

WGAR Cleveland announced last week that it had placed 22 persons on notice, including 13 singers and musicians, in a general move to tighten operations. Carl E. George, general manager, said that the influencing factor was the network rate cut.

Musicians and singers were placed on 28-day notice but Mr. George added that the station hoped to have several music combinations back on the air in the fall. In addition to the musicians and singers, nine other employes were given notice, only three of whom reportedly were full time staff. Only one was doing air work. That was Ralph Worden, who handled the weekly series, *Hometown Ohio*.

Storecast Music

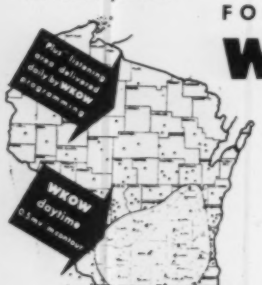
FIRST National Stores Inc. will begin broadcasting Storecast music for its customers in its 17 New York state supermarkets within the next few weeks. Special electronic FM radio equipment to provide the in-store musical programs is now being installed by Storecast Corp. of America, which transmits its programs via New York FM station WGHF.

turn to page 6

"MOO-LA" Buys Your Coffee IN WISCONSIN

AND WKOW REACHES THE CREAM OF AMERICA'S RICH DAIRYLAND

Are some of Bossy's milk checks coming your way? There's a half-billion dollars' worth of them that will be spent this year. To get your share of this "moo-la", take advantage of WKOW's concentrated coverage — a half-millivolt area — the cream of America's rich Dairyland.



FOR RESULTS USE

WKOW-CBS

MADISON, WISCONSIN

Blanketing the capital and 13 prosperous counties, WKOW will tell your story where the sales potential is greatest . . . will give you the largest radio coverage in Wisconsin. That's why WKOW is Wisconsin's biggest advertising buy.

WISCONSIN'S MOST POWERFUL STATION

1070 K.C.

Represented by HEADLEY-REED COMPANY

WKOW CBS

KWIK

front office

RICHARD STEINLEY appointed general manager WCOW South St. Paul, Minn. AL TEDESCO, general manager WKLK Cloquet, Minn., to WCOW as part owner and station manager. NICK TEDESCO, part owner and sales manager. VICTOR TEDESCO, sales representative WSHB Stillwater, Minn., part owner and sales representative.

Mr. Steinley

Dr. ALLEN B. DuMONT, president Allen B. DuMont Labs, ranked fourth among nation's top industrialists by 11,000 business men polled by *Forbes* magazine.

JEROME A. MOORE, investment securities broker, to Tracy Moore & Assoc., Hollywood, station representatives, as account executive. He is son of TRACY MOORE.

CHARLES E. SMITH, commercial manager WMMN Fairmont, W. Va., to WTBO Cumberland, Md., as general manager.

Mr. Smith

EMMETT HEERDT, account executive Radio Sales, N. Y., to WEEI Boston as sales manager. JOHN J. (Jack) MURRAY, assistant to general manager, to director of operations. FLORENCE MITCHELL, secretary to HAROLD E. FELLOWS, to continue in same capacity in Washington when he becomes NARTB president.

KEENER GARRETT to sales staff WMRC Greenville, S. C.

STEVE FILIPIAK, disc jockey and salesman WHRV Ann Arbor, Mich., named manager. He replaces DOUGLAS CAMPBELL, who accepts position with Detroit station.

CHESTER E. DALY, local sales manager WBEN Buffalo, appointed sales manager.

Mr. Daly

R. A. JOLLEY, president and treasurer WMRC Greenville, S. C., also assumes management of station.

SAM VIDNOVIC, sports director WMCK McKeesport, Pa., appointed assistant manager in charge of operations.

HI ROBERTS, announcing staff KWKH Shreveport, La., to KGWA Enid, Okla., as commercial manager.

W. J. HOOPER to sales staff WCAU Philadelphia.

RALPH J. JUDGE, manager Montreal office Horace N. Stovin & Co., station representation firm, to general sales manager at Toronto, succeeding A. A. McDERMOTT, resigned. FRANK C. MURRAY, salesman of Toronto office, to manager Montreal office.

JOHN M. RIVERS, president WCSC Charleston, S. C., elected president board of trustees of Ashley Hall, private girls school.

Mr. Rivers

PHILIP N. GOOD, technician KPOJ Portland, Ore., to KCNO Alturas, Calif., as vice president and commercial manager.

ANDY A. McDERMOTT, sales manager H. N. Stovin & Co., Toronto, station representation firm, appointed general manager new station representation firm Radio & Television Sales Inc., Toronto and Montreal. New firm will represent CKVL Verdun, and French Radio Associates Ltd., with offices at 10 Adelaide St. East, Toronto, and 1434 St. Catherine St. West, Montreal.

J. ROBERT MYERS, since March 1950 assistant to director of NBC television network operations, appointed purchasing manager for TV network. He became research statistician at NBC in 1936 and served in its budget department, with time out from 1939 to 1942 to serve as assistant director of NAB research. NBC budget officer from 1942 to 1948, and also business manager for its television operations, he was appointed television controller in November 1949. He retained latter position after becoming assistant to TV network operations director.

DON QUINN, vice president Lincoln Dellar group of California stations and general manager KXOC Chico, appointed interim manager KDB Santa Barbara, according to Mr. Dellar, president. Mr. Quinn temporarily assigned to this post while JACK R. WAGNER, KDB manager, is on special assignment for Dellar stations. Mr. Wagner, following brief vacation, will directly assist Mr. Dellar in developmental planning on behalf of station group which also includes KXOA Sacramento and KXOB Stockton.

Mr. Quinn

HARRY ENGEL, commercial manager KVEN Ventura, Calif., elevated to station manager, replacing MORT WERNER, on leave of absence to join NBC-TV New York production staff.

JOHN E. PEARSON Co., Chicago, station representative firm, has new telephone number: State 2-7494.

Personals . . .

JOEL W. STOVALL, sales manager WKRC Cincinnati, elected president Advertising Club of Cincinnati, said to be oldest advertising club in U. S. . . . JOHN D. SCHEUER Jr., operations assistant to general manager WFIL AM-TV Philadelphia, appointed member of subcommittee on Basic Science Exhibits of Museum Committee of Philadelphia's Franklin Institute. . . . JOHN W. ROLLINS, president WFAI Fayetteville, N. C., and WJWL Georgetown, Del., elected to board of directors of Young Presidents' Organization at Founder's Convention, held last month at Virginia Beach, Va.

JIM WILLIS, salesman WKY-TV Oklahoma City, appointed member of board of directors of Oklahoma City Advertising Club. . . . A. A. McDERMOTT, general manager Radio & Television Sales Inc., Toronto, elected director of Advertising and Sales Club of Toronto. . . . PHIL RUPPENTHAL, account executive WQAM Miami, Fla., father of girl, Lyle Cameron, May 24.

"YOU AINT HEARD NUTHIN YET"

'TIL YOU HEAR

THE DIZZY DEAN SHOW

Available Now

FOR LOCAL OR REGIONAL SPONSORSHIP

Colson & Co. INC.

351 West Jefferson Dallas, Texas

Phone YAle-5510

HARRY COLSON, President

Write, Wire or Phone for Exclusive Rights in Your Territory

'BIG BLACK BOOK'

Mathisson & Assoc. Solves Ballcast Headache

THE "Big Black Book," compiled by Mathisson & Assoc., Milwaukee, solves most of the headachy problems that normally confront an agency during the course of a baseball client's play-by-play broadcast season.

Prepared by Edward G. Ball, Mathisson account executive, the book contains all baseball spots for the 1951 season of the Milwaukee Brewers, sponsored on WEMP Milwaukee by Miller Brewing Co.

Before Earl Gillespie, WEMP sports director, starts a Brewers game he is handed a single sheet of paper on which is written a few code numbers. With this key he knows which Miller High Life commercials to read.

The technique keeps day-to-day control of commercials in the hands of the agency and sponsor, permitting special stresses and quick adaptation to the overall merchandising plan.

Station clearance of all commercials can be made at once, far in advance of their actual use, under this plan. The announcer is given ample time to become familiar with announcements and thus the number of fluffs is reduced.

The agency, too, benefits because advance writing of commercials removes the worry of daily deadlines, a blessing during the summer vacation period.

The book opens with general instructions and includes 10 series of spot announcements. First section carries a special opening day announcement, standard opening for all single games, standard opening for the second game of double-headers, standard closing for single games, standard closing for the first game of double-headers and series of time-out announcements. The time-out announcements cover argument on the field, entrance of a new pitcher and double plays that retire the side.

"Quickies"

Second section covers "quickie" announcements to be incorporated in the play-by-play account to maintain sponsor identification.

Other sections deal with special commercials. A jingle series features a transcribed jingle combined with announcements of general appeal. The "This Is Living" series centers around the good things of life tying-in with the slogan, "Enjoy Life With Miller High Life." Another slogan, "The National Champion of Quality," keys a series dealing with highlights of past World Series games.

In the radio coop at Borchert Field, Milwaukee, Mr. Ball (l) discusses commercials in the "Big Black Book" with Mr. Gillespie.

* * *

A "Dialogue" series uses conversational technique and is the most flexible of the groups of announcements. A "Quiz" series, written in baseball terms and giving clues to the identity of star players, notes that Miller beer is "an outstanding star in the refreshment league."

Plant Tours

Miller's conducted tours through its plant are featured in a series, ending with a direct invitation to make the tour. Final section is built around nicknames identifying sports stars. It leads into identification of Miller High Life by the name, The Champagne of Bottle Beer.

Mr. Ball submitted his book of 124 commercials to the client 10 days before the season started. For the opening game, Mr. Gillespie had a sheet with these instructions, "Special Opening, TL-26, NC-32, MM-44, J-5, D-53, Q-64, V-82, Standard Closing." That was all he needed—that, plus the "Big Black Book."

DIRECTOR SOUGHT

For Psychological Board

PRESIDENT TRUMAN reportedly still is seeking a director to head up a newly-created Psychological Warfare Strategy Board, which succeeds a similar board set up last August under the chairmanship of Edward W. Barrett, Assistant Secretary of State for Public Affairs.

Allen W. Dulles, official at the Central Intelligence Agency and brother of Ambassador John Foster Dulles, reportedly turned down the post late last month. Mark Ethridge, publisher, *Courier-Journal* and *Louisville Times* (WHAS-AM-TV), already had rejected a similar offer [BROADCASTING • TELECASTING, April 23].

The new board, which has yet to hold its first meeting, would map grand strategy for U. S. psychological warfare activities in various overseas operations. The former group comprised representatives of the State and Defense Depts., Central Intelligence Agency and the Joint Chiefs of Staff. Membership of the new organization has not been announced.

VIOLATION RULED

NLRB Charges Interference

RULING that Stewart-Warner Corp., Chicago, violated the Taft-Hartley Act by actively assisting IBEW (AFL) in its organizing activities to displace United Electrical Workers, which the radio manufacturing firm labeled Communist-led, has been handed down by the National Labor Relations Board.

The board ruled, by a 4-1 vote, that such assistance, despite its "patriotic objectives," constituted illegal interference with employes' rights. Congress has given NLRB no authority "to engraft an exception upon the statute" in such a case, the board declared.

KFSB INJUNCTION

Court Denies Application

APPLICATION for a temporary mandatory injunction against the Joplin, Mo., baseball club, sought by KFSB Joplin, was denied last week in circuit court. KFSB has asked that the Joplin club be enjoined from interfering with local broadcasts of the St. Louis Cardinals games.

In another action, KFSB is asking $10,000 damages resulting from an interruption of a May 8 broadcast of a Cardinals game [BROADCASTING • TELECASTING, May 28]. The Joplin club reportedly refused permission for local broadcast of the major league team's games except in cases of day games or when the local team was out of town. The damages case is docketed for September.

EQUIPMENT FOR SALE?

- equipment for sale
- need an engineer
- looking for a job
- want to buy a station

The best way to get results from any of the above classifications is to place an ad in BROADCASTING • *Telecasting* . . . where all the men who *make the decisions* meet every Monday morning.

Situations wanted, 10¢ per word	($1.00 minimum)
Help wanted, 20¢ per word	($2.00 minimum)
All other classifications 25¢ per word	($4.00 minimum)
Display ads, $12.00 per inch	

Please address all correspondence to Classified Advertising Dept., BROADCASTING, 870 National Press Bldg., Washington 4, D. C.

KGER

5000 WATTS

Long Beach ★ Los Angeles

MOTOROLA TV

ANOTHER KGER ADVERTISER

•

Serving Southern California for

25 YEARS!

KGER

Associated With

KUOA, SILOAM SPRINGS, ARK.

CZECH PROTEST

RFE Is 'Warmongering'

PROTEST that Radio Free Europe has carried on warmongering broadcast activities against the Czechoslovakian government and operates on an unauthorized frequency has been categorically denied by an official spokesman for the privately-managed organization and is under study by the State Dept.

In a note handed to Ellis O. Briggs, U. S. ambassador, Czech authorities charged that the U. S. had broken international agreements with "hostile" broadcasts designed to foster espionage and terrorism, and that the U. S. also had violated the country's border. The programs employed Czechoslovak traitors, it was further charged.

"We definitely are not warmongering . . . what we are doing is trying to keep hope alive among the people behind the Iron Curtain," it was explained by C. D. Jackson, president of the National Committee for a Free Europe, which underwrites the radio project. He added that Radio Free Europe operates on 719 kc under arrangement with the State Dept.

Czech officials said they expect remedial measures to be taken by the U. S. government and asserted that the fact of private management did not pose a reason for escaping "responsibility."

WPRS Now Operating

WPRS Paris, Ill., new AM station on 1440 kc with 500 w daytime, commenced operation May 24 under the supervision of Adlai C. Ferguson Jr., general manager and president of Paris Broadcasting Co., station permittee. WPRS is concentrating programming on metropolitan as well as rural audiences, according to Mr. Ferguson, who owns 45.5% interest in the station. Studios are located two miles west of Paris. LeAllen French is vice president and 15.2% owner. Other part owners include Herman Slutzky, Marjorie V. Ferguson and Holland Roche. Station was granted by FCC in mid-December 1950.

JOS. WEED & CO.,

350 Madison Ave., New York.

Know About the

5000 WATT TRANSMITTER

Now in Use at

CHNS

HALIFAX NOVA SCOTIA

The Maritimes

BUSIEST

Commercial Station

CONFERRING during a visit to the Capitol are (l to r) Robert McKernan, news director, WELI New Haven; Sen. Brien McMahon (D-Conn.), and Richard W. Davis, general manager, WELI. The radiomen were in Washington to record a special interview with the Senator for broadcast in New Haven.

FANNY BRICE

NBC's 'Baby Snooks' Dies

FUNERAL SERVICES for Fanny Brice, 59, star of the NBC *Baby Snooks Show*, were held Thursday afternoon in Temple Israel of Hollywood. Interment was private. Miss Brice died Tuesday morning at Cedars of Lebanon Hospital, Los Angeles. She was stricken by a cerebral hemorrhage May 24 and shortly after went into coma.

Born Fanny Borach in New York, Oct. 29, 1891, she entered show business via amateur night contests almost half a century ago. Her career embraced Ziegfield Follies, vaudeville, burlesque, motion pictures and radio. She brought her "Baby Snooks" character to radio in 1937 on NBC.

Surviving are two children, William Brice and Mrs. Frances Stark; three grandchildren; a brother and a sister in New York.

Following her death, NBC substituted a 30-minute musical memorial to Miss Brice for her weekly *Baby Snooks Show* Tuesday night.

With the *Baby Snooks Show* slated to take a summer lay-off following the June 12 broadcast, Carmen Dragon's orchestra will fill in for the next two weeks. Lewis-Howe Co. (Tums) is the sponsor.

Western Union Rates

FCC has suspended until Sept. 1 a proposed increase in Western Union rates which would amount to a 6.7% rise in charges for interstate message telegraph and money order services. The new rates, designed to offset a prospective cost-of-living increase for WU employes, were to become effective June 1. Suspension was ordered so that the proposed increase may be studied. An FCC hearing before Examiner Elizabeth C. Smith was set for June 25. Net revenue gain anticipated by WU reportedly would reach about $11 million annually.

PRISON RIOT

KDYL-AM-FM-TV Covers

RADIO and television jumped into action when hundreds of prisoners rioted May 20 at Utah's new $4 million penitentiary, located 20 miles south of Salt Lake City.

An example of how radio-TV quickly responds to a developing news situation was reported to BROADCASTING • TELECASTING by KDYL-AM-FM-TV Salt Lake City.

Four staffers spending a quiet Sunday at home were called into immediate action in a hectic day that started when a newspaper city desk tipped Del Leeson, station promotion manager. After checking, Mr. Leeson called Program Director Emerson Smith, who put KDYL's short-wave transmitter truck on the road to the prison. Joining the two were Chief Engineer Charles L. Stockdale and Technician Chauncey Powis, who also doubled as photographers for television purposes.

Guard's Story

First KDYL broadcast was 7:30 p.m., Mr. Smith reporting the prison trouble in a pouring rain. As he hit the air, one of the prison guards, who had been held as hostage, broke away and ran to the guard tower where Mr. Smith was broadcasting. The guard's full story poured forth on the air. Later, when the convicts' "relations" committee demanded radiopress be admitted to sessions being held in the prison administration building, KDYL moved its equipment there with Mr. Smith airing interviews and other reports. Last broadcast was 9:30 p.m. when peace had been restored.

With the radio side buttoned up —all broadcasts were live—the crew turned back to Salt Lake City to develop dramatic photos taken for TV coverage. Mr. Smith did a quarter-hour wrap-up at 11 p.m. on KDYL-TV.

Only ONE Station

DOMINATES

This

Rich, Growing

15-COUNTY MARKET

With

$108,808,000*

FOOD SALES

*Sales Management, 1951 Survey of Buying Power

WSJS

The Journal-Sentinel Station

AM-FM

WINSTON-SALEM

NBC Affiliate

*ET's

... are an important part of RCA Victor's business!

***ELECTRICAL TRANSCRIPTIONS** of every description—from spot announcements to full-length programs—are RECORDED, PROCESSED, PRESSED in the country's best-equipped studios and plants.*

Complete transcribed radio production and script-writing facilities are also available.

A-1

Quality and Service ... are always assured at RCA Victor!

LARGE or SMALL, your transcription order always gets the same careful attention... the same world-famous engineering. With this, plus prompt HANDLING & DELIVERY, your ET can't miss... at

RCA VICTOR

Contact a Custom Record Studio today at Dept. 6-B in New York, Chicago or Hollywood

RCA Custom Record Sales

"HIS MASTER'S VOICE"

Radio Corporation of America RCA Victor Division

SCAAA MEET

Radio-TV Panels Examine Trends

WESTERN radio and television were put under intense examination by panels of 14 speakers from as many sub-sections of broadcasting at the first annual convention of the Southern California Advertising Agencies Assn. at Rancho Santa Fe Inn, near San Diego, May 25-26.

Basic chart presentations on the current circulation status and trends in Pacific Coast states were given by Wilbur Edwards, director of KNX Hollywood and Columbia Pacific Network, as lead-off man on the radio panel, and Robert F. Laws, sales manager ABC-TV Western Division, in the same position for the television group. Each showed steady growth to present all-time high records in set distribution and usage, as well as advertising revenue.

The radio panel was chairmanned by Robert J. McAndrews, managing director of the Southern California Broadcasters Assn. Kevin Sweeney, sales manager of KFI-AM-TV Los Angeles, discussed new developments in research and told of the competitive findings of radio's leads over newspapers in the Advertising Research Bureau Inc. (ARBI) multi-city point-of-sale survey.

Sydney Gaynor, commercial manager, KFWB Hollywood, and recently head of his own agency, outlined practical ways in which the buyer-seller day-by-day relationship between station and advertising agency could be smoothed. John Bainbridge, program director, KFMB San Diego, traced the rise of his market to major status independent of Los Angeles. He also gave several success stories to illustrate his points.

Coast Changes

Current changes in the Pacific Coast regional network picture were briefed by Leon Wray, Southern California sales manager of Don Lee Broadcasting System. Tom Frandsen, sales manager, KMPC Hollywood, suggested ways in which agencies could increase their annual billing through cooperation with radio in uncovering new classifications of accounts.

Haan J. Tyler, KFI-TV manager and president of the Los Angeles Advertising Club, presided over the video panel.

Richard L. Linkroum, director of the *Jack Benny Show* and other CBS-TV programs, and author of BAB manual on television commercials, discussed methods of translating packages and products into effective TV commercials. Wes Turner, president of The Wes Turner Co., TV engineering consulting service, told of technical phases which advertising agency men should know when entering television. MacGregor Eadie, who recently switched from continuity acceptance editor to account executive of KNBH (TV) Hollywood, pointed out basic principles for improving the relationshp between the station "censor" and the client. Seymour Klate, art director, KTTV (TV) Hollywood, outlined his own functions and their relations with agencies placing video commercials. Charles B. Brown, director of television sales, Bing Crosby Enterprises Inc., covered the "when" and "how" to use film.

Retailers who cannot use radio economically as individuals can be harnessed into groups ranging from four to several dozen, Mr. Frandsen told the agency executives at the radio panel. This, he said, is especially true in large cities where participating stores can be widely separated geographically.

Similar retail grouping in smaller cities can be aimed at keeping retail trade "at home" instead of seeing much of it lost to adjacent metropolitan areas, he added.

"Radio is the best medium to reach more people for less money," concluded Mr. Frandsen. "Why else do politicians head for radio the first thing at the outset of a campaign? Because they know they're going to get the most for their money."

Rates Cut

All Pacific Coast networks have had to cut rates in keeping with national policies laid down in New York, Mr. Wray admitted at the radio panel, but actually they are delivering more listeners than at any time in history, he declared. Where the A. C. Nielsen report showed 4,457,000 radio families in the Pacific Time Zone in 1949 this figure in 1950 grew to 4,945,000, Mr. Wray pointed out.

"TV is a wonderful new medium," Mr. Wray concluded. "It is bound to affect, but *not* to kill, all other media in the home.

"Radio has been trying to kill itself with too many ratings which tend to diminish rather than raise its stature, in contrast with other media who content themselves with gross circulation. Happily we're beginning to see the light on this subject too," he said.

Although San Diego is a city with shortages in housing, labor and water, "there is no shortage of radio," Mr. Bainbridge told the advertising agency men at the convention. He pointed out that San Diego has 183,000 radio homes, with a population today of 357,000 persons.

Reminding that Kennedy Broadcasting Co. owns KFMB-TV as well as KFMB San Diego, he said that "millions of homes without television still listen to radio more than four hours a day."

Mr. Edwards in his talk declared the Pacific Coast population has jumped 50% since 1940, and radio has matched the growth family for family to a point where today 98% of Coast homes have sets.

A year ago a Nielsen rating point in the West represented 44,570 radio families, today it represents 48,450 or 8.7% more, he said. Radio families in the Los Angeles Metropolitan Area have jumped to 1,467,700, and there are 2,383,943 passenger cars in Southern California, he showed. Of these, 72.5% are radio-equipped as compared with 49% nationally.

Radio is beginning to realize that its surveys have undersold, said Mr. Sweeney, who predicted widespread changes in future research. He praised the ARBI approach as one sound new method for measuring radio's real effectiveness.

Tell Whole Story

Radio can win a warmer place in agencies' esteem by telling a more complete and more factual story, said Mr. Gaynor. He recommended that advertising agencies improve their media relations by giving all stations a chance to come up with suggestions on a new campaign, rather than pre-judging on the basis of fixed ideas.

Mr. Linkroum, during the television panel, pointed out that agencies must know the technical problems of video just as they know mechanical problems of newspapers and magazines.

He offered six points for advertisers to keep in mind when planning TV commercials. They are:

FAMILY

WIBW has been a farm station for almost a quarter-century. We sell Kansas and adjoining states because we've served them well. We're one of the family.

WIBW The Voice of Kansas in TOPEKA

ANNUAL meeting of the Rocky Mountain Broadcasting System brought together station managers and other executives at KUTA Salt Lake City, headquarters office for the regional network. Present for panel discussions and RMBS luncheon May 27 were (l to r): seated on floor in front, Mike Cassidy, KUTA; front row, Al Thomas, KUTA; Jim Brady, KIFI Idaho Falls, Ida.; Fred Stoye, KLAS Las Vegas, Nev.; Frank C. Carman, president of KUTA and Rocky Mountain network; Harry Wise, manager of Los Angeles office, George P. Hollingbery Co.; back row, Harold E. Cunningham, program director, KGEM Boise; Victor Bell, vice president in charge of radio, Gilham Adv. Agency, Salt Lake City; Chic Crabtree, KWIK (formerly KEIO) Pocatello, Ida.; Ray Fadel, KUTA; K. O. MacPherson, KOOK Billings, Mont.; Frank MacIntyre, KLIX Twin Falls, Ida.; Ed Cooney, KOPR Butte, Mont.; Bob Warner, KMON Great Falls, Mont.; K. Clark, KBIO Burley, Ida.; S. John Schile, KUTA, network vice president in charge of sales; Milo Peterson, KGEM Boise, Ida.; Ned Hullinger, manager of stations relations, ABC Western Division. Messrs. Carman and Schile presided over the panel sessions. Advertising agency executives were invited to the afternoon luncheon as guests of the network.

(1) Keep it simple. This particularly applies to packaging. (2) Watch angles. Automobiles shot live frequently have too much distortion. (3) Avoid crowding. (4) In planning the commercial, think ahead of the picture to be seen on the screen. (5) Check the best way to light the product. Carpets, for instance, should be sidelighted. (6) Sponsor identification can be handled in new and different ways. Use of zoomer lens on small packages is effective. Photomurals could be used more often. Mural of a store front helps establish identification.

His final advice was to "ask the engineer." They are helpful and inventive on commercial techniques, Mr. Linkroum declared.

Mr. Eadie, as a former continuity acceptance editor, urged the agency executives at the TV panel session to "always remember the continuity editor is trying to help, not hinder." He cautioned that federal censorship is possible and therefore agency, advertiser and station should work together for standards of good taste, to avoid such government crackdown.

The prediction was made by Seymour Klate, KTTV art director, that within the next five years all agencies will have continuity sketch artists who will make the presentation in graphic form showing exactly how the picture will look.

"This," he said, "eliminates the agency problem of attempting to convey to the television director what is desired."

Mr. Brown, as director of television sales, Bing Crosby Enterprises, urged that SCAAA have screening days for all producers and agencies to show their wares.

turn to page 6

KWIK

SUMMER PLAN

Washington Sets Promotion

REPEATING last year's successful bid for tourists via radio advertisers, the Washington State Advertising Commission has scheduled a three-part regional campaign, again using the theme "It's Cool, It's Green, It's Great . . . In Washington State."

The $40,000 advertising budget is divided between radio and newspapers, and although the total appropriated by the State Legislature is considerably less for this year, radio's share will be about the same as before.

Separate campaigns have been set for spring, summer and fall, but the radio appropriation will be concentrated in the summer months. Some 20 stations in 15 markets in California, Idaho and Montana will be used.

KSOO To Join ABC

KSOO Sioux Falls, S. D., will affiliate with ABC, effective June 15, the network has announced. Now operating limited time on 1140 kc with 5 kw daytime, KSOO has an FCC grant for 10 kw day and 5 kw night, and expects to have the facilities for such operation by Oct. 1. The station is owned by Sioux Falls Broadcast Assn., and managed by George R. Hahn. Its affiliation brings ABC's AM total to 295.

EFFICIENCY FACTS about the Continental 315 TRANSMITTER

Special

CERAMIC COIL FORMS

In the Continental 315 Transmitter... all tuning inductances are wound on special ceramic coil forms.

★

These forms are unaffected by temperature or humidity...are proof against arc-overs...and have an extremely low power loss characteristic.

★

This type of tuning inductance complemented by our vacuum type capacitors results in the highest degree of circuit efficiency possible at the present state of the art.

PRODUCERS OF
Complete transmitters • Radio frequency inductors • Isolation inductors • Aluminum coupling cabinets • Antenna coupling units Power division and phase control units • Rectifiers - Amplifiers FM-AM Isolation units Arc-back indicators.

CONTINENTAL ELECTRONICS MANUFACTURING CO.

New home of CONTINENTAL ELECTRONICS MANUFACTURING COMPANY

4212 S. BUCKNER BLVD DALLAS 10, TEXAS PHONE EVergreen 1137

IT TAKES
POWER
to Penetrate the
BIG, RICH WILKES-BARRE
METROPOLITAN AREA-Plus
14 Surrounding Counties
WILK
(and Only WILK)
HAS IT!
5000
WATTS
of
Selling Power
In WILKES-BARRE . . . It's
WILK 980
The CENTER of ATTRACTION on Your Dial!
AM-FM ABC AFFILIATE
5000W (d) 1000W (n)
Wilkes-Barre, Pa.
AVERY-KNODEL, Inc., Nat'l Rep.
608 Fifth Ave., New York 20, N.Y.

Present at the valued interview were (l to r) Milton Widder, Cleveland Press *columnist; Mrs. Fuldheim; the Duke, Henry G. Walter, the Duke's advisor and attorney, and Mr. Hartley.*

★ ★ ★

DUKE OF WINDSOR
WEWS Has Rare Interview

PERSEVERANCE won for WEWS (TV) Cleveland a telecast interview with the Duke of Windsor.

"It took two months to arrange and lasted just a bit over five minutes but WEWS considers it well worthwhile," commented J. Harrison Hartley, station director.

The brief telecast took place in a remote from the state suite at Cleveland's Hotel Statler May 22.

In March, Mrs. Dorothy Fuldheim, WEWS news commentator, learned that the Duke was to be in Cleveland for the American Booksellers Assn. convention.

Requests for the interview received four definite refusals before Mrs. Fuldheim was able to convince the former King of England that the telecast would be quiet, efficient and well-mannered.

During the telecast, the Duke told of how he wrote his book and stated that his marriage has been so happy that he would make his abdication decision over again, if he had to.

NEW N.Y. BUILDING
Would Top Empire State

TENTATIVE construction plans for a television-masted office building, higher than the world's highest Empire State Bldg., and only a few blocks from Empire State, has been announced by William Zeckendorf, president of Webb & Knapp, New York real estate owners and developers. Mr. Zeckendorf also is a member of ABC's board of directors.

The proposed structure, construction of which would be postponed until after the current international emergency, would be a 44-story office building surmounted by a 1,000-foot observation tower of open steelwork and a television mast. Mast top would be 1,580 feet from the street and 108 feet higher than Empire State's TV antenna, now nearing completion, and to be used by six of seven New York TV stations. The new building would be located on a block bounded by Park Ave., Madison Ave., 47th St. and 46th St.—current site of the Hotel Marguery.

AVERAGE STATION
Programs 80 Hrs. A Week

THE average TV station has 56.9 employes and programs 80 hours a week, according to a survey conducted by Craig Ramsey, film director of KOTV (TV) Tulsa. The results are based on 43 reporting stations, and do not include network-owned or Crosley-owned stations, or WOR-TV New York.

Comparing program schedules by connected and non-connected classes, the survey showed: Connected (84.75 hrs-week)—Film, 14.8%; kinescope, 15%; live, 15%; cable, 55.2%; 46.8 employes (2.9 film department employes). Non-connected (75.25 hrs-week)—Film, 24.4%; kinescope, 42.4%; live, 33.2%; cable, 0%; 67 employes (4.1 film department employes).

It was found that 57% of the stations had film directors, 26% film editors, 47% film librarians and 26% projectionists under the film department.

Going into salary comparisons, it was shown that directors have the highest percentage (63%) in the income group $4,000 and over, followed by projectionists (52%) and editors-supervisors (33%).

Among film department personnel, salaries were higher in union than non-union stations. Further, it was found that salaries ran higher at connected than non-connected stations.

Early Bird TV

DAYTIME TV is not without its loyal followers, not even during the early morning hours, according to reports from WLWD (TV) Dayton, Ohio. Program Director Neal Van Ells offered tickets for an afternoon television wrestling event on three successive mornings on his *Face the Music* program, 7:30-8 a.m. The announcements reportedly netted 2,388 requests for tickets and notes of appreciation for the early morning show, convincing WLWD and the sponsors of "great selling impact on a great many people who watch it daily," station reported.

Strictly Business

(Continued from page 10)

after being released from the Army infantry as a first lieutenant. He had served overseas 11 months after leaving Camp Grant's school for "90-day wonders."

Before the war, he was secretary to the vice president in charge of the law department of the New York Central Railroad in Chicago. After a nine-hour day, he studied nightly at the Kent School of Law. Three years later he received his degree, passed the state bar exam and became a NYC lawyer. Although his Wrigley duties do not call specifically for legal know-how, Mr. Webster's training comes in handy whenever contracts are to be signed.

He was in on the debut of Wrigley's use of the broadcast media, and ordered its first radio show in November 1927, the *Wrigley Review*. A musical, it was broadcast on NBC in two sections, one in New York covering audiences in Denver and one in San Francisco for the remainder of the country. Three weeks later the company bought the first coast-to-coast network show on NBC. Wrigley ventured into video for the first time in January 1950 when it bought Gene Autrey on film in 14 markets.

CBS Shows

Life With Luigi is being aired on CBS after a year and one-half, and the company just bought six CBS AM shows for the summer. In the past, it bought Guy Lombardo for only $300 a week, enrolled some 700,000 members in the *Lone Wolf* tribe in 1931 (in which Don Ameche played Chief Wolf Paw for $35 a week), and found so many children mailing in gum wrappers for Indian arrowheads the company had to have 30,000 made in the ceramics department of a college.

Because people "can live a long time without chewing gum," Wrigley's advertising policy is "to have the best product it is possible to make, and get it to the consumer in good condition." Sales messages continually remind the customer the product is available. Mr. Webster's own policy is framed on the wall of his office—"Nothing great was ever achieved without enthusiasm."

He and his wife, Mary, live in Evanston, a North Shore suburb, where they are spending the spring nurturing two apple trees, which last year produced one and two apples, respectively. Mr. Webster is a photography fan, and people are his pet subjects. When he's enlarging and developing pictures, he munches on Spearmint gum.

Why buy 2 or more... do 1 big sales job on "RADIO BALTIMORE"
Contact EDWARD PETRY CO
WBAL

JUNE 4, 1951

TELECASTING

A Service of BROADCASTING Newsweekly

"...leave your mistakes on the cutting room floor..."

The future of good TV programs is on film*

ROYAL PLAYHOUSE
THE CHIMPS
FEATURE FILMS
CRY OF THE CITY
COWBOY G-MEN
SLEEPY JOE
and many more

UNITED TELEVISION PROGRAMS inc.

The largest distributor of quality TV films

360 N. Michigan Avenue
Chicago, Illinois
FI 6-2388

665 Fifth Avenue
New York City, N.Y.
PL 3-6690

226 N. Canon Drive
Beverly Hills, Calif.
WE 8-9181

CHANNEL 5

KTLA

THE BEST ADVERTISING BUY IN LOS ANGELES

HOOPER *TELEVISION* AUDIENCE INDEX

APRIL 1951 — SHARE OF *TELEVISION* AUDIENCE

TIME	TV SETS-IN-USE	TV Station "A"	TV Station "B"	TV Station "C"	TV Station "D"	KTLA	TV Station "E"	TV Station "F"	OTHER TV
EVENING SUN. THRU SAT. 6:00 P.M.-10:00 P.M.	46.7	13.5	6.0	11.0	15.3	35.2 ★	10.4	8.3	0.2
SUNDAY AFTERNOON 12:00 NOON-6:00 P.M.	26.4	7.2	4.8	25.8	4.4	41.9 ★	4.1	11.8	
SATURDAY DAYTIME 8:00 A.M.-6:00 P.M.	10.4	10.9	-	20.1	2.6	61.6 ★	3.5	-	1.3

1,038,750 TV Receivers in Los Angeles area, May 1, 1951

KTLA Paramount Television Productions, Inc.

KTLA Studios · 5451 Marathon St., Los Angeles 38 · HOllywood 9-6363
Eastern Sales Office · 1501 Broadway, New York 18 · BRyant 9-8700

KEY STATION OF THE PARAMOUNT TELEVISION NETWORK

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

A Service of Broadcasting Newsweekly

TELECASTING

...nal Press Bldg.
...shington 4, D. C.

JUNE 4, 1951

BROADCASTING • Telecasting
$7 annually, 25¢ weekly

ASCAP COURT FIGHT POSSIBLE

'No Progress' Reported

By BRUCE ROBERTSON

COURT ACTION by TV station operators to secure the right to use ASCAP music on their telecasts at fair and reasonable terms seemed possible last weekend, as lawyers reported "no progress" in their efforts to work out a mutually satisfactory formula.

Efforts to achieve an agreement without resort to litigation will continue through this week, but attorneys were not optimistic of the outcome of their conversations before next Sunday's (June 10) deadline. Judge Samuel Rifkind and Stuart Sprague, counsel for the All Industry TV Per Program Committee, are making preparations for filing the necessary papers with the Federal Court in New York on June 11, it was learned.

If the matter does go to court, as some quarters felt it would, it will not be through any failure of the TV committee to attempt to make a deal with ASCAP through negotiations. Dwight W. Martin, WLWT (TV) Cincinnati, chairman of the All Industry group, started meetings with a television committee of ASCAP executives a year ago last fall, immediately after an earlier committee composed largely of TV network officials had negotiated blanket licenses for the video use of ASCAP music on a formula that was essentially the radio pattern plus 10%.

Search for Formula

For more than a year the committees fruitlessly explored one approach after another toward a formula for pricing telecasts of ASCAP tunes on a per program basis. A major stumbling block was ASCAP's insistence that, in addition to higher rates for telecasts, the video broadcasters agree to pay royalties to ASCAP on revenue derived from announcements not themselves using that music but which are telecast adjacent to programs which do contain ASCAP melodies. The All Industry Committee took the stand that such extension of the royalty payments would violate the pattern established by the government consent decree of 1941 and would inevitably lead to further encroachments which in the end would lose all the protection afforded by the decree for radio as well as television broadcasters.

In December of last year, ASCAP broke off negotiations and notified the nation's TV station operators that the society would shortly issue per program licenses of its own devising. When such licenses were not immediately forthcoming, the All Industry Committee, whose position had been overwhelmingly endorsed at a meeting of TV broadcasters in Chicago [BROADCASTING • TELECASTING, Jan. 22], asked ASCAP to resume negotiations. ASCAP accepted the invitation, but again the committee's efforts to reach an agreement failed and early in March the society sent out its own licenses to the 107 operating TV stations.

The terms of these licenses were not in line with the "radio plus 10%" formula of the blanket licenses but were more on the order of "radio plus 100% or more" and so far as could be learned not a single TV station operator has accepted such a license.

Provisions of the consent decree for station licenses give the station operator the right to accept terms offered by ASCAP in either a blanket license or a per program license; to discontinue the use of ASCAP music, or to negotiate on his own for better terms. A 30-day period is allowed him to make his selection among these alternatives and, if he decides to negotiate, an additional 60 days is allowed for that process. During this time the interim licenses continue to operate.

Choices Offered

At the end of the 90 days, however, a firm decision must be reached, and again three choices are open to the broadcaster: He can accept one form of license or the other on whatever terms he may have been able to secure; he can drop ASCAP music from his station, or he can go into the Federal Court in New York and ask the court to set fair and equitable terms for the use of the ASCAP music.

Last week, with only 10 days of the 90-day grace period remaining, the All Industry Committee reported that 54 TV stations (more than half of the nation's 107 video outlets now operating) had notified ASCAP that its terms are not acceptable to them, with six more stations informing the committee of their intention to give similar notice to ASCAP. Another six video operators are taking independent action; four have not apprised the committee of their plans, and 37 have accepted the ASCAP blanket licenses.

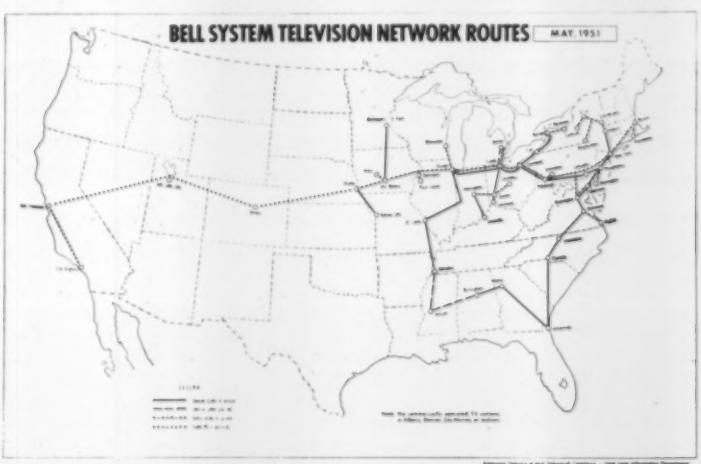
The committee further reported that some 45 stations have already contributed more than $22,000 to its support as first quarter payments, indicating that if court action becomes necessary the funds needed to support it will be available.

INTERCONNECTION

Facilities Continue Growth

RADIO RELAY and coaxial cable, the seven league boots of television, continue to take great strides in 1951. This is evident in a survey of Bell System plans for the steady expansion of its network facilities.

At the present time, an existing coaxial cable route from Memphis to Birmingham to Atlanta is being equipped to provide a second TV circuit to the latter two cities on or about the start of the fourth quarter. Meanwhile, radio installation work is progressing rapidly on the microwave extension from Omaha to the West Coast. This system, while being constructed primarily for telephone message service, may, according to latest information from the company, be available for television transmission by year's end. If present schedules can be met, the telephone company plans to route telephone calls over the system by late August.



Bell System rates to the broadcasters for use of the transcontinental route would be the same as those now in effect for other portions of the television networks. Charges, which are based on the air line distances between the stations served, come to about 10 cents per mile for a half hour of program time. Looking at the charges in another way, they would come to about $11 per station per half hour of program time for a 41-station coast-to-coast TV network. These figures are based on the rates for full time service.

Expansion Started

To keep pace with the vigorous new TV industry, the Long Lines Dept. launched a rapid expansion of its television network facilities immediately after successfully operating a single, 95-mile experimental channel from Philadelphia to New York in December 1945. By the end of 1947 a five-city network stretched from Boston to Washington, utilizing both coaxial cable and radio relay. A midwestern system was developed separately and was joined to the eastern

(Continued on page 73)

CBS Color Stands

(Continued from page 23)

allocations specifically for color sets.

● CBS stock jumped as much as 3⅝ points and RCA dropped ⅞ points within a few hours Monday afternoon, but at weekend were returning to their pre-decision levels (see story, this page).

The Supreme Court's 8-0 ruling came rather dramatically on its final decision day of the term. Justice Hugo L. Black said for the majority that the Commission could not be found to have acted "capriciously" as RCA had alleged, and it was not for the courts to overrule an administrative decision merely because the wisdom of the decision might be questioned.

The ruling also declared that the case need not be returned to the lower court in that the review afforded there "did not fall short of that which is required."

The court conceded that a "compatible" system would be desirable but upheld the Commission's thinking that "further delay in making color available was too high a price to pay for possible 'compatibility.'"

Justice Felix Frankfurter in issuing a "dubitante" (a doubt, but not considered a dissent) noted the significance of the FCC ruling and the "far reaching implications to the public interest." He added:

"Surely, what constitutes the public interest on an issue like this is not one of those expert matters as to which courts should properly bow to the Commission's expertness."

The Supreme Court ruling, as well as the termination of the injunction against CBS's start of commercial colorcasts, becomes effective 25 days after Monday's decision. Period is said to be required to permit the mandate to reach the lower court as well as allow RCA a 15-day period (from decision date) in which to apply for rehearing. As of last Friday, this latter course had not yet been indicated by RCA.

Following the High Court's edict, RCA announced its intent to continue public demonstrations of its "improved, compatible, all-electronic system of color television." Citing the merits of its system, RCA declared that its approval would save present set owners "about a billion dollars" in addition to conserving material and labor "in these critical times."

Text of the RCA statement:

Now that the Supreme Court has made its decision, RCA will go ahead with public demonstrations of its improved, compatible, all-electronic system of color television.

Everyone concedes that a compatible system is more in the public interest than a non-compatible system.

At the time the FCC made its decision last year, it took the position that there was no satisfactory compatible system. Therefore it adopted the less desirable non-compatible system.

RCA has developed a fully compatible, all-electronic color system which provides reception of color broadcasts in black-and-white on the nearly 13 million existing sets without any change whatever.

Present set owners cannot receive any picture whatever from the non-compatible color system without buying an expensive adapter. Even with such an adapter they would only receive a black-and-white picture degraded in quality.

To receive color they would also need to buy an expensive and cumbersome converter.

Approval of the compatible system would save present set owners about a billion dollars and would avoid waste of material and labor, which it is vital to conserve in these critical times.

CBS, which hailed the decision as removing "the last roadblock to the public's enjoyment of color television in the home," is expected to begin colorcasting on WCBS-TV New York—in fringe hours, largely—the latter part of June. The color broadcasts are expected to reach 20 hours a week within about two months.

Whether there will be a color "network" at the outset will be a decision for stations. The fact that WCAU-TV Philadelphia, WTOP-TV Washington, WBKB (TV) Chicago, and WNAC-TV Boston have participated in CBS color demonstrations at one time or another led to speculation that some of these, at least, will also do some colorcasting, along with the network's WCBS-TV.

CBS spokesmen said a network of 15 stations had been lined up for colorcasting when Columbia was getting set to go last fall, before RCA won its stay order. Identity of the stations was not revealed.

Sponsors Attracted, Says CBS

Spokesmen also appeared confident that CBS would find sponsors for its color programs from the beginning. They pointed out that special demonstrations have been held for an estimated 50 or more advertisers and that their reaction generally has been enthusiastic.

It was felt the publicity value of being a pioneer color TV sponsor would in itself attract prospects. The cost will be kept low at the outset, until circulation is developed. Officials estimated the opening hourly time charge would approximate $150, as compared with $3,250 for an hour for black-and-white broadcasts on WCBS-TV. The initial charge for facilities similarly would be less than WCBS-TV's $275 hourly rate.

The potential royalties bonanza for CBS would be built on a rate structure giving the network 1% of the cost of cameras and camera equipment; 25 cents on sets and other items costing up to $100 at retail; 50 cents on those retailing for $100 to $180; 75 cents on those retailing between $180 and $250, and $1 on those retailing at $250 or more.

The network is claiming no royalties on adapters.

CBS Relays Color

On the same day the Supreme Court's decision was issued, CBS fed a WCBS-TV color program to WNAC-TV Boston by radio relay and quoted Harry Whittemore, WNAC-TV technical director, as saying the "pictures were as good as those I saw in New York."

The program—first to be sent to Boston from New York, though Boston had witnessed CBS color TV before—consisted of a display of new fashions in fabrics, plus a test pattern.

Columbia's announcement noted that its color has been sent by coaxial cable to Washington, Philadelphia and Chicago, and that "experts who saw the pictures in those cities reported the coaxial transmission had not affected the quality of the CBS color pictures."

In another announcement which coincided with the court decision, CBS said it had scheduled a color TV demonstration of fall fashions today (Monday) for the fashion directors of the Associated Merchandising Corp. and executives of some 25 retail stores represented by AMC. The demonstration is to be held at CBS headquarters in New York.

Text of the CBS statement on the Court's decision:

The decision of the Supreme Court

(Continued on page 70)

Two Years of Color Controversy . . .

May 26, 1949: Preliminary plans for far-reaching VHF-UHF hearing announced by FCC, with color among subjects to be considered.

Sept. 26, 1949: First phase of hearing, dealing with color, gets under way.

Nov. 22, 1949: Color sessions recess; field-test notice issued by FCC.

Feb. 20, 1950: Color hearing resumes.

May 26, 1950: Color hearing ends.

July 11, 1950: FCC begins deliberations on color case, the participants having submitted final summations July 10; also on July 11 the so-called Condon Committee submits its color TV report to the Senate Interstate and Foreign Commerce Committee.

Sept. 1, 1950: FCC issues its "First Report" on color, favoring CBS system but advancing plan for manufacture of "bracket sets" as means of delaying final decision to permit further studies.

Sept. 29, 1950: Manufacturers say they cannot meet FCC's deadline for manufacture of bracket sets.

Oct. 10, 1950: FCC issues "Second Report," adopting CBS color standards effective Nov. 20.

Oct. 17, 1950: RCA and two subsidiaries, NBC and RCA Victor Distributing Corp., file suit against color decision in federal district court in Chicago.

Nov. 16, 1950: The Chicago court, after two days of hearings in which seven manufacturers, servicemen and others took RCA's side, grants temporary restraining order delaying effectiveness of color standards pending further decision of the court.

Dec. 22, 1950: The Chicago court, in 2-1 decision, upholds FCC's approval of the CBS color system, but prohibits the start of commercial operation pending a ruling by the Supreme Court. Judge Walter LaBuy dissents. The temporary stay order is continued until April 1, 1951, or such time as the Supreme Court dissolves the restraint.

Jan. 26, 1951: RCA initiates appeal to U. S. Supreme Court for itself and two subsidiaries, NBC and RCA Victor Distributing Corp.

Feb. 5, 1951: FCC, CBS and Justice Dept. jointly ask Supreme Court to affirm Chicago court's judgment but to dissolve the temporary restraining order on commercial start of CBS color.

Feb. 26, 1951: RCA, joined by Emerson Radio & Phonograph Corp., answers motion to affirm.

March 5, 1951: Supreme Court sets March 26 for start of oral argument on color case.

March 26-27: Supreme Court hears oral argument of RCA, Emerson, CBS and the Solicitor General, who presents the government's case.

May 28, 1951: Supreme Court, by 8-0 vote, affirms lower court ruling in favor of CBS color. Justice Frankfurter issued a "dubitante," neither concurring nor dissenting.

STOCK STATUS

CBS Shoots Up, Then Levels

CBS stock shot up as much as 3⅝ points while RCA dropped ⅞ within a few hours after the Supreme Court's pro-CBS color TV decision last Monday, but three days later both were moving back toward pre-decision levels.

CBS "A", which was going at about 29 just before the decision was announced, reached 32⅛ at Monday's close of business, with 16,000 shares traded. RCA was the day's second most active issue with 40,000 shares exchanged, dropping ⅞ from its opening price to a closing figure of 18⅞. CBS "A" remained active Tuesday, with 13,800 exchanges, closing at 31½, while RCA, with 15,300, closed at 19⅛.

The stock exchange was closed Wednesday, but on Thursday CBS "A" trading involved 4,400 shares and the stock closed at 30⅜, with RCA trading at 20,000 shares and reaching a closing price of 19⅜. CBS "B", which had started at about 28 and gained 2¾ in the first few minutes of trading after the decision, closed Thursday at 30.

ONE OF A SERIES FEATURING THE MEN WHO MAKE FREE & PETERS TELEVISION SERVICE

Four years, college night schools
One year, Los Angeles Times
Two years, General Tire & Rubber Company
Four years, CBS
Free & Peters (Hollywood Office) since February, 1951

Rhyme it "Say Now"!—

JOHN A. SERRAO!

Radio and journalism by day, college by night — that's the double-duty schedule that John Serrao followed when he first started to work, and which eventually led him to CBS. Four experience-packed years after that, John had risen to Network Sales Service Manager of CBS' Hollywood Office. That's where we spotted him, and quickly signed him up for our F & P television team.

John, like all our other TV specialists, is a hard worker who knows the ropes.

We know *all* the facts about television in any or all the markets we serve. In addition to the usual routine data, we also have a lot of "non-statistical" information about television trends, regional variations, programming opportunities, etc., etc., etc. . . .

Smart, aggressive, creative *manpower* is F & P's long, long suit. It has always been so, and always will be, because we know it's the real "secret" of our success, here in this pioneer group of station representatives.

EXCLUSIVE NATIONAL TELEVISION REPRESENTATIVES

DAVENPORT (Central Broadcasting Co.—WHO-WOC)	WOC-TV*
FORT WORTH–DALLAS (STAR-TELEGRAM)	WBAP-TV*
LOUISVILLE (WAVE, Inc.)	WAVE-TV*
MIAMI (Wometco Theatres)	WTVJ
MINNEAPOLIS–ST. PAUL (DISPATCH-PIONEER PRESS)	WTCN-TV
NEW YORK (THE NEWS)	WPIX
ST. LOUIS (POST-DISPATCH)	KSD-TV*
SAN FRANCISCO (THE CHRONICLE)	KRON-TV*

*Primary NBC Affiliates

FREE & PETERS, INC.

Pioneer Radio and Television Station Representatives Since 1932

NEW YORK CHICAGO DETROIT ATLANTA FT. WORTH HOLLYWOOD SAN FRANCISCO

EDUCATION NETWORK

WHILE ALL was quiet on the TV allocation front at FCC last week—save for possible implications of the Supreme Court's color TV ruling (see story page 23)—a New York state educational spokesman warned of a stiff fight to win approval for the proposed state-wide 11-station educational network there [BROADCASTING • TELECASTING, May 14].

Jacob L. Holtzmann of New York City, chairman of the New York State Board of Regents' Special Committee on Television for Education, in a special report warned the regents:

"We must not be misled by the acclaim with which our plan was greeted by the public. We must not have a false sense of security.

"The fight is still ahead of us. They (commercial TV interests) do not oppose education in television—but they lay down their own plan, which in our opinion would be totally destructive."

Cites Deadline

He reminded the regents they have a tremendous task to prepare for FCC's hearing on city-by-city allocation proposals commencing July 9. Deadline for filing of replies to initial comments on the Commission's revised allocation plan is June 11 [BROADCASTING • TELECASTING, May 28].

Meeting May 24-25 at Buffalo for the first time in 32 years, the New York state regents heard details of the proposed $3,500,000 noncommercial educational network and background of the current FCC allocation proceeding. The board appropriated $7,500 from its own funds to pay for technical and other expenses in presenting the case before the further FCC proceeding.

Fight Predicted

Georgia Institute of Technology, licensee of commercial outlet WGST Atlanta, filed a reply opposing in part the initial comments of DuMont and WMAZ Macon, Ga., which "are in direct conflict" with those filed by WGST. The school asks addition of VHF Channel 7 there in addition to FCC's plan to allocate VHF Channels 2, 5 and 11 and UHF Channels 30 (reserved) and 36, reserving VHF Channel 8 at Athens.

The school noted DuMont would allocate VHF Channels 3, 5, 8 and 11 at Atlanta and no VHF at Athens. WMAZ's request that Channel 7 be allocated at Macon, 77 miles from Atlanta, also was held to be in conflict.

The school noted WRFC Athens would add Channel 7 at Atlanta but remove Channel 11, switching it to Athens. WGST's licensee, however, saw no conflict in WRFC's alternative proposal to remove the reservation on Channel 8 at Athens, making it commercially available, and instead reserving UHF Channel 60 for educational programming.

Meanwhile, FCC last week tentatively renewed the UHF experimental license of Home News Pub. Co. for KE2XEL on condition the publishing firm consider expansion of its test project. Home News Pub. Co., which presented some UHF propagation data during the earlier phases of the TV allocation proceeding, has application pending for VHF Channel 8 there.

The Commission wrote as follows to the applicant:

This is with reference to your application (File No. BRVB-231) requesting renewal of license for experimental television station KE2XEL, New Brunswick, New Jersey.

As you may know, the Commission in its "Third Notice of Further Proposed Rule Making" (Docket No. 8736, et al.) released March 22, 1951, has proposed, among other things, the utilization of the ultra high frequency band for regular commercial television broadcasting. In view of this, the Commission is interested in encouraging developmental and experimental work in the UHF frequencies.

Of particular interest would be measurements of service fields, tropospheric measurements, analyses of time fading and effects of terrain, transmitting antenna patterns with comparison between theoretical and actual performance, antenna gains obtainable with UHF antennas, and the development of such items of equipment as transmission lines, converters, and UHF receivers.

Accordingly, you are requested to consider the possibility of conducting experimental research directed toward some of the items enumerated above. In the event you are willing and able to undertake such experimentation, you are requested, pursuant to Section 1.308 of the Commission's Rules and Regulations, to amend your application to specify the particulars in regard thereto; said amendment to be filed on or before July 1, 1951.

The Commission has noted that in your application for renewal of the KE2XEL license reference is made to certain negotiations with the Bureau of Standards to determine whether the facilities of KE2XEL could be employed in a measurement program of that agency. You stated that it was anticipated that such negotiations would be reduced to writing prior to June 1, 1951. Accordingly, you are requested to inform the Commission of the status or results, if any, of your negotiations with the Bureau of Standards.

The Commission is extending the license of KE2XEL on a temporary basis to August 1, 1951. As stated above, however, you are requested to file an amendment to your application on or before July 1, 1951. In the event of your failure to respond to this letter by July 1, 1951, the license of KE2XEL will be cancelled.

'AMOS 'n' ANDY'

Campaign Heralds Debut

BLATZ BREWING Co., Milwaukee, has launched a $250,000 promotion campaign for the June 28 debut of its new television show, *Amos 'n' Andy* on CBS-TV, Thursday, 8:30-9 p.m. Newspapers and magazines will be used.

In addition, an air tour of the nation by the top executives of Blatz and its advertising agency, William H. Weintraub Co., will spread word of the new show. Frank C. Verbest, president of Blatz; Edward T. Donahue, sales director, and Val A. Schmitz, director of advertising, will represent Blatz on the trip. William H. Weintraub, president of the agency, will lead the agency group.

Flying in a special airliner equipped with desks, plane-to-ground telephones, movie equipment and a preview film of *Amos 'n' Andy*, the air-borne executives will call at a dozen cities to address mass rallies of wholesalers, salesmen, local promotion and contact men and the regional staff of Blatz.

DuMONT SHOW

Demonstrates for Senators

SENATORS were given a fill-in on the national TV allocation plan of the FCC and of the DuMont allocation proposal in a graphic electrical demonstration held in the Senate Interstate Commerce Committee room in the U. S. Capitol last Thursday afternoon.

Permission was obtained from Chairman Ed C. Johnson (D-Col.). The demonstration followed by two hours the hearing on Sen. Benton's resolution on the allocation plan (see story page 25).

DuMont contends the allocation plan of FCC is "inefficient and will foster monopoly." Dr. T. T. Goldsmith Jr., scientist and director of research at Allen B. DuMont Labs, presented the demonstration. Sens. Johnson, Lester Hunt (D-Wyo.), Brien McMahon (D-Conn.), Joseph McCarthy (R-Wis.) were among the dozen or more Senators who attended the demonstrations. Senators showed most interest in the allocations proposed for their individual home states.

FAIRBANKS FIRM

Official Film Acquires

OUTRIGHT acquisition of Jerry Fairbanks Productions, Hollywood, by Official Films, New York, through an exchange of stock, was agreed to last week, BROADCASTING • TELECASTING learned.

Resignation of Isaac D. Levy as a director of CBS, disclosed in New York last week, to devote his full time to Official Films, strengthened the belief that the deal, subject to the resolution of numerous details and approval of the State of California officials, was well along toward completion.

Production plans are believed to have been drawn, but will not be released until the agreement itself is signed and sealed, possibly within two weeks.

Jerry Fairbanks, reported late last week to be enroute from Hollywood to New York for conferences, will remain in charge of the Fairbanks studios, while William Goodheart, Official Films vice president and general manager, will provide overall supervision under direction of President Aaron Katz.

Mr. Katz, whom Mr. Levy last week described as "a genius, one of the ablest fellows in the whole industry," has handled the Fairbanks negotiations entirely, as well as those leading to a recent agreement with Motion Picture Agency for production of TV film commercials on a 50-50 basis, according to Mr. Levy.

★

Apropos of his resignation from the CBS board and sale of a "substantial" portion of his CBS stock, Mr. Levy said last week he would devote all his efforts toward making "such a fine brand of TV films that it will raise the tone of the industry.

"My theory," Mr. Levy said, "is that you don't make money except through a fine product. If you concentrate on a good product, the money will come automatically. It's like punching a pillow; if you punch long enough, feathers are bound to come out."

Extensive Foundation

From experience in constructing a large operation like CBS, of which, along with his brother, Dr. Leon Levy, Isaac D. Levy was one of the organizers, he is laying an extensive foundation for the "new" Official Films.

Apart from the Fairbanks Studios acquisition, which will become a wholly-owned subsidiary of Official, the facilities of Motion Picture Agency in New Orleans will be available under terms of their recent agreement. Official expects to be making films, in fact, wherever it may appear desirable, including New York and Kansas City as well as Hollywood and New Orleans. Within the next 18 months, 704 completed films are expected to be for sale to TV stations and advertisers. About 500 of them will be repackages of Official's *Music Hall Varieties*, three-minute shorts which will be made into 12-minute packages with some addition and continuity. The remainder will be new film shot both in this country and abroad.

In connection with foreign-shot fottage, Mr. Levy will leave sometime fairly soon for Italy to look over talent and facilities there.

Every type of film will be made, Mr. Levy said, from eight-second first on planning and preparation, on specific order. Concentrating first on planning and preparation, Official is postponing sales plans until later, he said. "We're going to put a solid foundation down and build character first."

Included in such "foundation-laying," it is understood, are further additions to Official's staff. This may include the hiring of one of the top people in a major Hollywood picture company.

Profits for Prophets

Anybody who makes a prediction about television has to jump aside quick, before his prophecy catches up and passes him.

Make your guess as wild as you want to. Household equipment with built-in sets? A stove manufacturer's already done it.

The fellows who once hoped there might be some 5 million sets by January 1, 1951, are still explaining why there were nearly 11 million. The jokers who prophesied that nighttime television might start going places in another couple of years are now outside looking wistfully in.

So we aren't risking our reputation by predicting that *daytime* television will be a solid sellout a year from today... and that once again there will be some sad advertisers who didn't read the tea leaves right. But we ought to tell you that the daytime schedule is filling up fast, and that 6 of the country's 7 biggest advertisers of low-unit-cost products are already in.

So you'll do well to look now at the growing audience, the modest cost, the walloping impact, of CBS daytime television.

CBS TELEVISION

COMPARATIVE NETWORK SHOWSHEET

TELECASTING

SUNDAY

	ABC	CBS	DuMONT	NBC
6:00 PM	Swanson Gen. Mills (alt. wks.)			General Foods Hopalong Cassidy F
6:15				
6:30	Ted Mack Family Hour L (E-M)	Nestle Mr. I. Magination (off 6/17)		
6:45				
7:00	Goodyear Paul Whiteman L (E-M)	Wrigley Gene Autry Show		Regent Cig. Leave It To The Girls L
7:15				
7:30	Dodge Dealers Showtime USA L (E-M)	American Tobacco This Is Show Bus.		General Foods Aldrich Family L
7:45				
8:00	*Hollywood Adventure Time*	Lincoln-Mercury Dealers Toast of the Town		Col.-P.-Peet alt. every 4th week with Frigidaire
8:15				
8:30			*Pentagon—Washington*	Comedy Hour L
8:45				
9:00	*Crusade In Europe*	Gen. Electric Fred Waring Show	Bromo-Seltzer Rockey King. Dec.	Philco Corp. Philco TV Playhouse L
9:15				
9:30	*Marshall Plan*		Larus & Brother Co., Inc. The Plain-Clothesman	
9:45				
10:00	*Film*	B.F. Goodrich Celebrity Time		Congoleum-Nairn Garroway At Large L
10:15	"			
10:30	Young Ppl. Church of Air Youth on March	Jules Montenier What's My Line		TBA
10:45				
11:00	*Feature Film*	Norwich Week in Review		
11:15 PM				

MONDAY

	ABC	CBS	DuMONT	NBC
6:00 PM	*Film*		Co-op Small Fry Club	Co-op Cactus Jim L
6:15	"			
6:30	Kellogg Space Cdt.			
6:45	*Jimmy Blaine*			
7:00	*Club Seven**		Gen. Foods Capt. Video	RCA Kukla, Fran & Ollie L
7:15	Pepsi-Cola Faye Emerson			
7:30	Ironrite Hollywood Screen Test	GM-Olds News		Mohawk Ms. Mohawk Sh. Room L
7:45		Chesterfields Perry Como	*Not For Publication*	Camel News Caravan L
8:00	*Film*	Lever Lux Lux Video Theatre		Noxema Cameo Theatre
8:15	"			
8:30	*Bill Gwynn Show*	Lever-Lipton Godfrey's Talent Scouts	Co-op Al Morgan	Firestone Voice of Firestone L
8:45				
9:00	A. Murray Studios Arthur Murray Show	P. Morris Horace Heidt Show	Wrestling with Dennis James	Admiral Lights Out L
9:15				
9:30	*On Trial* L (E-M)	Gen.Fds. Sanka The Goldbergs (off 6/18)		Amer. Tob. Robert Montgomery alt. with Bymart Somerset Maugham Theatre L
9:45				
10:00	*Feature Film*	Westing-house Studio One		Co-op Who Said That L
10:15	"			
10:30	"			
10:45				
11:00	Amr.For. Christ Inc. Circuit Rider	Longines (st. 6/11)		TBA
11:15 PM				

TUESDAY

	ABC	CBS	DuMONT	NBC
6:00 PM	*Film*		Co-op Small Fry Club	Co-op Cactus Jim L
6:15	"			
6:30	"			
6:45	*Jimmy Blaine**			
7:00			Gen. Foods Capt. Video	P&G Kukla, Fran & Ollie L
7:15				
7:30	P&G	GM Olds News		Van Camp Little Show L
7:45	Beulah	Fatima Stork Club	*Washington Report*	Camel News Caravan L
8:00	*Hollywood Mystery Time* F (E-M)	*Film Theatre on the Air*	*Court of Current Issues*	TBA
8:15				
8:30			*Johns Hopkins Science Review*	*Battle Report*
8:45				
9:00	*Q.E.D.*	R.J. Reynolds Vaughn Monroe Show	Drug Store TV Prod. Cavalcade of Bands	P&G Fireside Theatre F
9:15				
9:30	Arnold Bakery Life Begins at 80	Electric Auto-Lite Suspense		Armstrong Circle Theatre L
9:45				
10:00	*Roller Derby*	Block Drug Danger	*They Stand Accused*	P. Lorrillard Original Amateur Hour L
10:15				
10:30				
10:45				
11:00	Pepsi-Cola Faye Emerson			Anchor-Hocking Broadway Open House (to 12) L
11:15 PM				

WEDN

	ABC	CBS
6:00 PM		
6:15		
6:30	Kellogg Space Cdt.	
6:45	*Junior Edition*	
7:00	Schenley Russells (to 7:05)	
7:15	Pepsi-Cola Faye Emerson	
7:30	Bendix Chance of a Lifetime	GM Olds News
7:45		Chesterfield Perry Como
8:00	*The Ruggles*	Pillsbury-Toni (alt.) Godfrey & Friends
8:15		
8:30	Kreisler Mfg. Band-stand	Liggett & Myers Godfrey & Friends
8:45		
9:00	Philco Don McNeill	Wildroot Charlie Wild
9:15		
9:30	*Wrestling*	P. Lorillard The Web
9:45	"	
10:00	"	Pabst Sales Inc. Boxing Club
10:15	"	
10:30	"	
10:45	"	
11:00	"	
11:15 PM	(to 12)	

SUNDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30				
9:45				
10:00				
10:15				
10:30				
10:45				
11:00				
11:15				
11:30	*Soup Bar Theatre*	Bonafide Mills Versatile Varities		
11:45				
12:00 N	R. Joe Inc. Ranger Joe			
12:15 PM	*Chester The Pup*			
12:30	Voice of Prophecy Faith For Today			
12:45				
1:00				
1:15				

MONDAY - FRIDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30				
9:45				
10:00				
10:15				
10:30				
10:45				
11:00				
11:15				
11:30		C-P-P (MWF) Strike It Rich		
11:45				
12:00 N			*12 o'clock Headlines W. Raney*	
12:15 PM		*Steve Allen Show*	*For Your Information H.F. Keane*	
12:30			Premier Prod. Rumpus Room	
12:45				
1:00			Sterling Drug Okay Mother	
1:15				

SATURDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30				
9:45				
10:00				
10:15				
10:30	*Scouting in Action*			
10:45	Gen. Shoe Acrobat - Ranch			
11:00	Maiden Form Faith Baldwin Theatre (alt. wks. 12:30)			
11:15				
11:30				
11:45	Sawyer Views Hollywood			
12:00 N	BT Babbitt Two Girls Named Smith	Natl. Dairy The Big Top		
12:15 PM	Seaman Bros. I Cover Times Square (alt. wks.)			
12:30				
12:45	Northam Warren Corp. L. Day Show			
1:00				
1:15				

DAY

	ABC
1:30 PM	
1:45	
2:00	
2:15	
2:30	
2:45	
3:00	
3:15	
3:30	
3:45	
4:00	
4:15	
4:30	Babson Purina Co. Your Pet Parade
4:45	
5:00	
5:15	Canada Dry Peters Shoe Co. Super Circus
5:30	
5:45 PM	

FOR JUNE 1951

	THURSDAY				FRIDAY				SATURDAY				
	ABC	CBS	DuMONT	NBC	ABC	CBS	DuMONT	NBC	ABC	CBS	DuMONT	NBC	
6:00 PM			Co-op Small Fry Club	Co-op Cactus Jim L			Co-op Small Fry Club	Co-op Cactus Jim L		*Adventures of Lucky Pup* (off 6/23)			6:00 PM
6:15					Kellogg Space Cdt.				Anthracite Int. Better Home Show	*Kid Gloves*		*Mr. Wizard* L	6:15
6:30	*Junior Edition*				*Junior Edition*								6:30
6:45	Schenley Russells (to 7:05)				*								6:45
7:00	*Laraine Day*		Gen. Foods Capt. Video	Time Inc. Kukla, Fran & Ollie L	*Club Seven* Pepsi-Cola Faye Emerson		Gen. Foods Capt. Video	P&G Kukla, Fran & Ollie L	*Hollywood Theatre Time*	Bymart Tintair Sam Levenson Show		Kellogg Victor Borge L	7:00
7:15													7:15
7:30	Gen. Mills Lone Ranger	GM Olds News		VanCamp Little Show L	Green Giant Co. Life with Linkletter	GM Olds News		Mohawk Ms. Mohawk Sh. Room L	Gen. Mills Stu Erwin Show	Sylvania Beat The Clock		Manhattan Soap One Man's Family L	7:30
7:45		Fatima Stork Club	*Not For Publication*	Camel News Caravan L		Chesterfield Perry Como	*Washington Report*	Camel News Caravan L					7:45
8:00	Admiral Stop The Music	Carnation Burns Allen (alt.) SC Johnson Starlight Theatre	Co-op Al Morgan	DeSoto You Bet Your Life F	Ronson 20 Questions	Gen. Fds. Max H.Cof. Mama		Miles Labs. Quiz Kids L	Nash-Kelvinator Co. Whiteman TV Teen Club	Anheuser Busch Ken Murray Show		Co-op Western Film	8:00
8:15													8:15
8:30	Lorillard Stop The Music	American Safety Show Goes On (shift 6/16) TBA	Tydol Headline Clues Bdw. to Hwood.	Borden T-Men in Action L	Best Foods Penthouse Party	R. J. Reynolds Man Against Crime	Skippy Peanut Butter You Asked For It	Gulf Oil We, The People L					8:30
8:45													8:45
9:00	Packard Motors Holiday Hotel	Esso Kroger Alan Young Show	Kaiser-Frazer Ellery Queen	Ford Ford Festival L	Schlitz Brewing Pulitzer Prize Playhouse	Ford M. Ford Theatre (alt.) Gen. Mills Live Like a Millionaire	*Hands of Destiny*	Amer. Cig. The Big Story	*Roller Derby*	Bulova F. Sinatra (off 6/9) Pepsi-Cola F. Emerson (st. 6/16)			9:00
9:15												Co-op Mid-West Hayride	9:15
9:30	Gruen Blind Date	Lever Rinso Big Town	DuMont Labs DuMont Royal Playhouse					TBA		American Safety Razor The Show Goes On (st. 6/16)			9:30
9:45													9:45
10:00	US Army Roller Derby	Philip Morris Truth or Conse-quences		U.S. Tob. Martin Kane L	*Marhsall Plan*	Kelvinator Appl. Morton Downey (off 6/15)	Drug Store TV Prod. Cavalcade of Stars	Gillette Sports Film		Carter Sing It Again		Lehn & Fink Doodles Weaver L	10:00
10:15	Blatz Roller Derby									*Sing It Again*			10:15
10:30		Carter Prod. (alt. wks.) Crime Photog-rapher		TBA	*Stud's Place*			Chesebrough Greatest Fights *Nature of Things*		Sterling Sing It Again (off 6/9)	Co-op Wrestling	Amer. Tob. Your Hit Parade L	10:30
10:45													10:45
11:00	Pepsi-Cola Faye Emerson			Anchor-Hocking Broadway Open House (to 12) L				Anchor-Hocking Broadway Open House (to 12) L				Max Factor S. Graham F	11:00
11:15 PM													11:15 PM

	SUNDAY			MONDAY - FRIDAY				SATURDAY			
	CBS	DuMONT	NBC	ABC	CBS	DuMONT	NBC	ABC	CBS	DuMONT	NBC
6:00 PM			Bohn Aluminum Am. Forum of the Air L		Corn Prod., Refg. Co., Hansen's Labs, P&G, Okr. Oats, Reynolds, Standard Brands The Garry Moore Show		Co.-P.-Peet Miss Susan L				
6:15					P&G First 100 Years						
6:30					*Vanity Fair*		*Vacation Wonderland* F				
6:45					Marlene's VanityFair* (Wed.)						
7:00			Mrs. Roosevelt L		Interntnl. Latex Fashion Magic* M&F		*Films*				*NBC Takes You to the Races* L
7:15					Aluminum, LF&C U. Fruit Homemakers Exchange						Carling's Races L
7:30			Revere Copper Meet the Press L								TBA
7:45					*It's Fun To Know*		Co-op News				
8:00			Quaker Oats Zoo Parade L								
8:15				*Lois & Looie*	*Lucky Pup*		Lever Hwkns. Falls (MWF) L				
8:30			Quaker Oats Gab. Hayes Show L	*Mary Hartline Show*			Quaker Oats Gab. Hayes (MWF) *				
8:45				*The Magic Screen*	United Nations (when avail.)		Mars, C-P-P, Welch, Klg., Int. Shoe, Wander* Howdy Ddy. L		*It's Up To You*		
9:00			Derby Foods Magic Slate alt. with H'wd. Candy Hollywood Jr. Circus								Mutual of Omaha, Bob Considine L

Programs in italics, sustaining; Time, EDT. L, live; F, film; K, kinescopic recording; E, Eastern network; M, Midwestern; NI, noninterconnected stations.

ABC

7-7:05 PM, M, Tu., Schenley, Andy & Della Russell; F, Schenley, Cook's Champagne Party.

CBS

3:15-3:30 PM, T, Th., Bride & Groom; Th., Hudson Paper Co.

3:30-4 PM, T, Th., Meet the People, s.

3:30-4 PM, W, Meet Your Cover Girl, s.

8:30-9 PM, Th., Amos 'n' Andy, Blatz Beer, starts June 28.

NBC

5:15-5:30 PM, T, Th., Panhandle Pete, s.

5:30-6 PM M-F, Firms listed sponsor Howdy Doody in 15 min. segments.

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

June 4, 1951 *Copyright 1951*

1.

Old-Timer Matt Burns knew each hold in the book.
Did that make him champion? Nah, just a schnook!

2.

But observe now the diadem perched on the cranium
Of Matt—newly christened The Super Geranium.

3.

And you can't be disposed to oppose the schmoe's clothes—
They're the sharp selling gimmick that's built up his gross!

4.

MORAL: If you're wrestling with a sales problem, lick it with a proven sales approach—Dayton's first and favorite WHIO-TV.

To Pin Down Sales in Dayton*

THE SHOW MUST GO ON

WHIO-TV

* Want to win the decision in a market where there's more than one TV aerial for every two chimneys (allowance—one chimney per family)? Want to dominate 205,000 receivers? It's a great market—mostly bustling industry and partly thriving farms. And it's a market that stays tuned to WHIO-TV—its favorite—morning, afternoon and night.* Ask National Representative George P. Hollingbery for market figures, ratings and availabilities!

CHANNEL 13

whio-tv AM FM

DAYTON, OHIO

** Pulse April figures show that 8 out of top 10 televised shows were aired via WHIO-TV.*

telestatus

March Advertising Reported By Rorabaugh

(Report 166)

A NEW high of 5,093 firms using TV advertising was reported for the month of March in the latest *Rorabaugh Report on Television Advertising*. This marked an increase of 353 advertisers over the February total of 4,740.

Networks reported 173 firms sponsoring 233 programs, a gain of eight advertisers and 18 programs over February. National and regional spot schedules totaled 2,103, placed by 987 firms. Local retail spot schedules totaled 3,933, Rorabaugh reports.

Foods and food chain stores again headed the "Number of Advertisers By Product Groups" (see table). A total of 44 network and 233 spot food advertisers were scheduled in March. The latter figure represented a drop from February's 331 spot accounts in the food category.

Top ten cities by number of spot advertisers were shown as follows:

City	Total Spot Advertisers
1. New York	233
2. Chicago	223
3. Los Angeles	220
4. Philadelphia	176
5. Cleveland	143
6. Boston	138
7. Detroit	136
8. San Francisco	134
9. Baltimore	132
10. Minneapolis-St. Paul	109

NBC continued to lead in the total number of network schedules with 88 out of 233. CBS was second with 71, while ABC totaled 52 and DuMont, 22.

NUMBER OF ADVERTISERS BY PRODUCT GROUPS

	Network	Spot*	Total
1. Agricultural & Pet Foods	2	25	27
2. Automotive (cars, tires, accessories)	16	23	39
3. Beer & Wine	7	127	134
4. Beverages (non-alcoholic)	11	58	69
5. Clothing & Accessories	14	36	50
6. Confections	9	40	49
7. Dairy & Margarine Products	8	39	47
8. Drugs	9	41	50
9. Financial	2	10	12
10. Foods & Food Chain Stores	44	233	277
11. Gasoline & Oils	5	19	24
12. Household (appliances, furnishings & supplies)	21	75	96
13. Jewelry & Accessories, Cameras, etc.	9	17	26
14. Laundry Soaps, Cleaners, Polishers	17	66	83
15. Miscellaneous	12	61	73
16. Publications	2	8	10
17. Public Utilities	--	6	6
18. Radios, TV Sets, Phonographs & Accessories	13	16	29
19. Tobacco, Cigarettes & Accessories	23	33	56
20. Toilet Requisites	26	57	83
21. Transportation	--	18	18

* NOTE: From April "Rorabaugh Report," based on information supplied by 99 of the 107 TV stations and the various networks.

* * *

Top four accounts on each network by number of stations used were shown as follows:

NBC

Sponsor	Program	No. of Stations
1. U. S. Shoe	Richard Rodgers Salute	62
2. Texas Co.	Texaco Star Theatre	61
3. Hunt Foods Inc.	Kate Smith	61
4. De Soto	You Bet Your Life	61

ABC

1. Ralston Purina Co.	Your Pet Parade	62
2. B. T. Babbitt	Two Girls Named Smith	60
3. Maiden Form	Faith Baldwin Theatre	58
4. Hudson	Billy Rose Show	55

CBS

Sponsor	Program	No. of Stations
1. Nash-Kelvinator	Morton Downey	55
2. Philip Morris	Horace Heidt	53
3. American Tobacco	This Is Show Business	53
4. Procter & Gamble	Garry Moore	51

DuMONT

1. Admiral Corp.	Golden Gloves	24
2. Drug Store TV Products	Cavalcade of Bands	21
3. W. H. Johnson	Captain Video	21
4. Drug Store TV Products	Cavalcade of Stars	18

(Continued on page 74)

Weekly Television Summary—JUNE 4, 1951, TELECASTING Survey

City	Outlets On Air	Sets in Area
Albuquerque	KOB-TV	7,400
Ames	WOI-TV	56,161
Atlanta	WAGA-TV, WSB-TV	115,000
Baltimore	WAAM, WBAL-TV, WMAR-TV	297,368
Binghamton	WNBF-TV	38,150
Birmingham	WAFM-TV, WBRC-TV	46,200
Bloomington	WTTV	16,400
Boston	WBZ-TV, WNAC-TV	731,638
Buffalo	WBEN-TV	201,972
Charlotte	WBTV	77,627
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	920,470
Cincinnati	WCPO-TV, WKRC-TV, WLWT	275,000
Cleveland	WEWS, WNBK, WXEL	470,687
Columbus	WBNS-TV, WLWC, WTVN	176,541
Dallas, Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	117,068
Davenport	WOC-TV	56,384
Quad Cities	Include Davenport, Moline, Rock Isle., E. Moline	
Dayton	WHIO-TV, WLWD	190,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	464,135
Erie	WICU	55,890
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	117,068
Grand Rapids-Kalamazoo	WLAV-TV	115,600
Greensboro	WFMY-TV	66,972
Houston	KPRC-TV	76,684
Huntington-Charleston	WSAZ-TV	41,300
Indianapolis	WFBM-TV	148,000
Jacksonville	WMBR-TV	32,000
Jamestown	WJAC-TV	87,275
Kalamazoo Grand Rapids	WKZO-TV	133,122
Kansas City	WDAF-TV	118,523
Lancaster	WGAL-TV	97,105
Lansing	WJIM-TV	49,000
Los Angeles	KECA-TV, KFI-TV, KLAC-TV, KNBH KTLA, KTSL, KTTV	877,421
Total Markets on Air 63	Stations on Air 107	Estimated sets in Use 12,263,000

City	Outlets On Air	Sets in Area
Louisville	WAVE-TV, WHAS-TV	89,500
Memphis	WMCT	86,221
Miami	WTVJ	70,000
Milwaukee	WTMJ-TV	238,524
Minn.-St. Paul	KSTP-TV, WTCN-TV	256,400
Nashville	WSM-TV	29,062
New Haven	WNHC-TV	153,800
New Orleans	WDSU-TV	62,150
New York	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX	2,250,000
Newark	WATV	
Norfolk	WTAR-TV	67,309
Oklahoma City	WKY-TV	87,636
Omaha	KMTV, WOW-TV	78,810
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	834,000
Phoenix	KPHO-TV	37,900
Pittsburgh	WDTV	260,000
Providence	WJAR-TV	145,000
Richmond	WTVR	73,992
Rochester	WHAM-TV	81,417
Rock Island	WHBF-TV	56,384
Quad Cities	Include Davenport, Moline, Rock Isle., E. Moline	
Salt Lake City	KDYL-TV, KSL-TV	45,100
San Antonio	KEYL, WOAI-TV	45,739
San Diego	KFMB-TV	97,500
San Francisco	KGO-TV, KPIX, KRON-TV	179,100
Schenectady Albany-Troy	WRGB	155,100
Seattle	KING-TV	83,300
St. Louis	KSD-TV	289,000
Syracuse	WHEN, WSYR-TV	120,671
Toledo	WSPD-TV	125,000
Tulsa	KOTV	74,140
Utica-Rome	WKTV	42,000
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	261,300
Wilmington	WDEL-TV	65,804

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.

Station TV KRLD TV DALLAS

Serves THE LARGEST TELEVISION MARKET . . Southwest DALLAS FT. WORTH

Combined Population DALLAS and TARRANT COUNTIES . . . 920,500

NOW there are 117,068 Television Homes in KRLD-TV's Effective Coverage Area

The CBS Station for DALLAS and FORT WORTH this is why KRLD AM-FM-TV Channel 4 is your best buy

TIMES HERALD Station National Representatives THE BRANHAM COMPANY

CBS Color Stands

(Continued from page 62)

removes the last roadblock to the public's enjoyment of color television in the home.

CBS will shortly expand its present color broadcast schedule in New York, and within a few months expects to be producing a substantial schedule of color programs. Many of these will be sent over existing circuits to stations in other cities of the Columbia television network.

The enthusiasm which both the public and important national advertisers have shown for color television gives great encouragement that this exciting new medium will grow rapidly.

The Supreme Court's edict touched off questions as to the attitudes and plans of the set manufacturers as well as speculation on how government defense authorities would regard the materials allocations required.

A BROADCASTING • TELECASTING survey of manufacturers found many firms with plans already underway to market color sets as well as adapters and converters. It was estimated that cost of adapters will range between $30 and $50; converters up to $100.

However, Emerson Radio & Phonograph Corp., citing "drawbacks" to the implementation of the CBS color system, ventured that adapters would run from $50 to $100; plus $150 to $200 for converter.

Other firms, including General Electric and DuMont, stated they had no plans for manufacturing color sets. Several indicated they would let public demand be their guiding factor.

Announcement of Plans

Following are the reports:

Air-King Products Co., subsidiary of Hytron Radio & Electronics Corp., which CBS is in the process of acquiring [BROADCASTING • TELECASTING, May 28, April 16], met the color decision with an announcement that it has completed the design of a color-monochrome combination set to be marketed this summer and has scheduled a demonstration for today (Monday).

In addition to the combination, which Air-King said will receive standard black-and-white transmissions as well as CBS color, the company plans to build color converters and also receivers that are adapted internally to receive color or monchrome transmissions in monochrome.

Air-King President D. H. Cogan, who is slated for a seat on the CBS board of directors when the company's sale to Columbia is completed, reported:

With the uncertainties about color resolved by the Supreme Court, we will immediately prepare for production of this combination color-monochrome model and we expect the first sets will become available to the public during the summer. We intend to demonstrate a prototype of this combination . . . receiver at the furniture show in Chicago in June.

We also expect to make color companion pieces for those who already own black-and-white receivers. In addition, we will make available to the public internally adapted receivers which will produce black-and-white pictures from either color transmissions or standard black-and-white transmissions.

Dr. Allen B. DuMont, president, Allen B. DuMont Labs, said:

This decision does not alter the general situation on color insofar as we are concerned. We still feel the CBS mechanical color system is not suitable for the public. When acceptable color is ready, it will be an all-electronic system, which is still years away, despite all the progress made in that direction. We have no present plans for the manufacture of CBS type color receivers.

General Electric's actions will be guided by public demand, W. R. G. Baker, vice president and general manager of the GE Electronics Dept., said in a statement which cited construction, material, and credit restrictions as factors which make it difficult to predict the public's reaction.

He offered assurance that "if the CBS color system does gain general acceptance we guarantee that there will be made available at competitive prices for use in conjunction with any television receiver General Electric manufactured after July 1, 1949, a means for receiving color programs originating in your local station. That is a responsibility which we gladly recognize and which we will make every effort to fulfill within the limitations placed on industry by the national emergency."

Doubts Production

Dr. Baker felt that color sets "cannot be reasonably expected in production in the near future, due to needed development time, ma-

The Public—Final 'Court' . . . Press Reaction

SAMPLE newspaper editorial comments on the Supreme Court color decision:

Washington Post—". . . We do not see how the court could have come to any other conclusion. The Commission was established by Congress for the very purpose, among others of prescribing such standards; its order was issued after appropriate hearings and due deliberation; and even though future developments may prove it to have been mistaken, it had the support of substantial evidence. The court could not properly override an administrative decision in such circumstances.

"The effect of the court decision is to remove the last barrier to commercial color programming. . . . The choice between color and black-and-white broadcasts will . . . be up to the public—the appropriate final arbiter in our judgment. . . . If RCA comes along soon enough with a superior 'compatible' method of transmitting color, it will have its chance to win the public's favor. The FCC could not wait for its long unfilled promise . . ."

* * *

Wall Street Journal—" . . . With due respect to both the FCC and the Supreme Court we are here to say that they are deciding things in which they cannot possibly have the last word. The people who pay for and watch television will finally decide just as they decided what kind of an automobile they wanted to drive. And while we are expressing our grave doubts about the FCC and the Supreme Court, we will express similar doubts about the set makers who say they will not manufacture color sets or the supplemental gadgets to make present balck-and-white sets receive images in color. If people want those kind of sets someone will make them. . . . We think it is highly probable that if the small fry want to see Hopalong Cassidy wearing a blue shirt, the FCC and the Supreme Court stand in the way at their own peril."

* * *

Washington Evening Star—"Supreme Court Justice Frankfurter is right in his opinion that he is 'not alone in entertaining doubts' about the wisdom of the FCC's decision in favor of the CBS method of color television. The lower court and the FCC itself lacked unanimity in this highly controversial case. The doubt and confusion which have beset the television industry and the general public are not apt to be cleared away by the careful language of the eight Supreme Court justices who upheld the findings of the lower court and the FCC majority. For even the majority ruling of the high tribunal tends to raise doubts as to the soundness of the FCC position. . . .

"Justice Frankfurter, like many other persons, could not understand the Commission's refusal to wait any longer for color TV research and development. . . . That the CBS converter-and-disc system provided better quality color pictures than the RCA system at the time of the FCC studies is generally conceded. However, RCA recently demonstrated a greatly improved set, and by some observers to compare favorably with the CBS pictures. The manufacturing industry is understandably reluctant to go ahead with CBS color in view of the imminent prospect of perfection of a compatible color system. It wants to be sure that its investment will not be thrown out the window by a 'second, inconsistent set of color television standards' in the near future. Besides, the industry can ill afford to divert strategic materials into such an uncertain field in this period of defense expansion.

"Under the circumstances, the FCC, although it has won its case, would better serve the public interest if it deferred formal adoption of color standards, pending reconsideration of the whole subject—including a review of the latest progress of competing systems."

* * *

New York Herald Tribune—"The Supreme Court decision . . . may not settle the controversy for good, but it at least permits a start to be made on the expansion of color TV. . . . It is possible that the pressures of defense production may bring about . . . a slow-down, as the material that goes into television sets and equipment becomes scarcer and scarcer. At best, it probably will be a slow process to get enough sets into the hands of the public to make color TV a flourishing enterprise: owners of present black-and-white sets will continue to get years of use from them.

"To the layman, it seems unlikely that the cumbersome wheel on the CBS sets will be a permanent feature of color television. But the layman has sufficient confidence in the engineering and scientific talent of the nation to believe that a convenient and workable system can be devised, whether by CBS or RCA or the combined abilities of both. Whatever decisions may be rendered by administrative agencies or courts, the kind of color television system bound to triumph eventually is the one that best meets the needs of the public."

* * *

New York Times—". . . Television stations, of course, will not turn overnight to color. Because of the technical changes that must be made in millions of installed sets and because priorities have lately been established to govern the allocation of materials, the introduction of television in color will be slow. Though sets to receive in black-and-white will still be made, they will probably incorporate apparatus that will adapt them to color.

"There was confusion in the public mind before the FCC decided in favor of the Columbia system last autumn. There is still confusion . . . There will be more research. The public will sit on the improvements that will emerge, and act as its own court, if given a chance to pass judgment. As for the Commission, it was created to act in the public interest. This being so it can hardly refuse to reconsider, amend, even reverse decisions if they are no longer tenable in the light of technological progress."

Sightmaster Suit

DESPITE a decision favorable to CBS color by the U.S. Supreme Court, Sightmaster Corp., New Rochelle, N. Y., which last fall filed in New York State Supreme Court a $750,000 suit against CBS alleging injury to its business, will go ahead with the suit, Michael Kaplan, president, announced last week.

---

erial control, and the limited facilities available to us after meeting the requirements of our defense contracts and commitments. Transmitters, and, particularly, studio equipment cannot be realistically anticipated on a production basis at this time."

He thought it "possible" if not even probable," that a fully compatible system may win FCC approval before color programs are being aired in substantial numbers. "Both FCC and the Supreme Court have stated their preference for such a compatible system," he noted. "The FCC has kept the door open for its consideration and possible adoption. Substantial progress has been made toward its achievement in the 12 months since the FCC color hearings closed."

If a compatible system is ultimately adopted, Dr. Baker continued, "then the CBS system will have been in fact an interim system approved by the FCC in order to insure color during this transition period to those who desire to make the necessary investment in this type of receiver."

Philco Corp. was reported to have developed an adapter at reasonable cost. It was indicated public demand would determine production plans.

Abrams' Announcement

Benjamin Abrams, president, Emerson Radio & Phonograph, said:

There will be no color receivers in American homes for at least two years. Along with all its other drawbacks, tooling up for any mass production would make it two years at least before the sets reach the customer.

The few sets that may be seen this coming fall will be for demonstration purposes. To adapt present sets to receive color would cost the present owner $50 to $100 for an adapter, plus the $150 to $200 for a converter.

He believes a compatible system without added equipment will be submitted to the FCC "in due time." Manufacturers will continue to fight for a compatible system, he believes.

Development of a new, completely internal converter for CBS system was reported by Tele King Corp., which said it requires no moving parts and can be employed in any TV set now in use, regardless of size. Its price was not given, but was described as "inexpensive."

Louis I. Pokrass, Tele King board chairman, reported:

Tele King Corp. has developed a new method of receiving color television programs which are broadcast on the CBS field sequential system. This new Tele King engineering development, known as "Fadrak," does not require the use of large rotating color wheels, drums, or high-powered motors.

This system permits the use of present television sets with no unsightly additions on the face of the set, regardless of the size of the picture tube. This system is inexpensive and requires no moving parts.

Tele King Corp. expects to have their new "Fadrak" system of color television reception for marketing long before color television programs are being broadcast in any appreciable number."

Mr. Pokrass said Tele King's "Fadrak" system is "reduced to the essence of simplicity," and in production can be marketed for less than $50. Full production will get under way, he said, when color programs are being aired in "appreciable" numbers.

Explains System

He explained the "Fadrak" as follows:

Basically, a plastic panel less than three-eighths of an inch thick, the same size as the picture tube of the set, is inserted between the picture tube and the glass facing and wired directly into the body of the television set. The system works for any make set and any size picture tube with equal ease. There are no moving parts and no frightening contraptions in your living room or den."

S. W. Gross, Tele-Tone Radio Corp. president, announced Tuesday that his firm would proceed immediately with plans for production of converters to enable current black-and-white sets to receive CBS color.

Asserting his company was the first to develop receivers for the CBS color field sequential system (in June 1949), Mr. Gross said nevertheless that "in view of current material shortages, engineers at our Bayway, N. J., plant cannot estimate how soon converters able to receive CBS color telecasts will be ready for sales by our dealers." He added:

But because of our extensive experience in the field and our development of the receivers used by Columbia broadcasting in its color-TV public demonstrations, we believe that we will be able to turn out converters in quantity within a reasonable time, say 60 to 90 days.

As of today, we are setting up to mass produce our adapter-converter combination—the selfsame high fidelity one which CBS has used in its coast-to-coast demonstrations to highly favorable public reaction.

We have received scores of inquiries, both from distributors and retailers, indicating that the public is anxious to get color television, despite the fact that CBS' current plans call for only 20 hours of color telecasts weekly.

All of the quarter of a million receivers produced by Tele-Tone have been built so as to be instantly adaptable to color TV reception. Our dealers have been and are receiving detailed instruction labels telling how simple it is to convert present Tele-Tone Receivers to receive color programs.

Freed Radio Corp., New York, said it will make no Freed-Eisemann color TV sets until consumer demand indicates public acceptance of the CBS system.

"Until the public has had an opportunity to witness CBS color —and alternative systems—in actual operation, until adapters and converters are developed and prices set on them, until program schedules are announced and commercial sponsors can weigh the effect of color on audience figures, the question of color television is still an open one," President Arthur Freed asserted.

He said FCC's ruling "can not, in itself, make color television a reality because a successful color transmission service must depend on the huge electronics industry that will manufacture the receiving and transmitting equipment, on television broadcasters, and, finally, on the dollars-and-cents minded consumer who currently is not even purchasing black-and-white receivers."

Dr. Adolph H. Rosenthal, Freed vice president and director of research, expressed the view that the system ultimately accepted will be the one which offers best quality at least cost and which will result in least obsolescence and disruption of existing services. On this basis he considered the RCA system as still a strong contender. Freed radio, he said, will follow consumer reaction closely.

Offers Kit

The Celomat Corp., New York, said it was starting production of a Color Converter kit for the CBS system and will have color wheels available in about 60 days. Myron J. Greenwald, vice president, said the company's "Vue Scope" converter kit, containing parts and instructions for home assembly, will retail at less than $30. A deluxe converter to produce a 12½-inch picture also will be produced by Celomat within the next several weeks, Mr. Greenwald added.

Both converters will be for use with sets which have been adapted to the CBS system.

The "Vue Scope" converter was developed by Celomat in consultation with CBS and Monsanto Chemical Co. engineers, officials reported.

John Meck, president of John Meck Industries, Plymouth, Ind. and Scott Radio Labs., Chicago, said the decision "ends one of the uncertainties that has beset the television industry. We welcome this decision as the solution to one cause of confusion that has hurt this dynamic industry. It clears the way for progress by making it clear what the color course will be. We will welcome also elimination of other barriers to TV's progress, such as credit controls and the

(Continued on page 72)

Zeke's

Zeke's the tops in Alabama. Star of WAFM-TV's "Man from Music Mountain," Zeke Clements has climbed to first place among single-personality shows...with an average Telepulse rating of 11.8!*

your

Your product's in good hands when you buy Zeke Clements. He's made a name for himself as a topflight hillbilly in movies, recordings, song writing and "Grand Ole Opry." And now he's way out front in TV.

man

"Man from Music Mountain" is one of Birmingham's top ten locally produced TV quarter-hours. In fact, *all* of the top ten daytime quarter-hours are on WAFM-TV.* That's why you should be on WAFM-TV.

in

In Birmingham, and *out* of Birmingham, too, jukebox fans keep asking for Zeke's latest hillbilly composition, "Why Should I Cry." He has the TV talent to make them keep asking for your product, too.

Alabama

Alabama is the place to go for new sales. Because all Alabama is booming with new industry and new prosperity. To get your share of the wealth, get WAFM-TV's Zeke Clements. Call Radio Sales or...

*Telepulse of Birmingham, April 1951: Mon.-Fri.

WAFM-TV

"TELEVISION ALABAMA"
CBS in Birmingham · Channel 13
Represented by Radio Sales

XUM

CBS Color Stands

(Continued from page 71)

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TELEMETER CORP.

Reorganization Announced

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Interconnection

(Continued from page 61)

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19 RCA image orthicon cameras
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2 35 mm Simplex projectors
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3 rear screen projectors
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7 ultra modern, floating studios

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Coy Nomination

(Continued from page 27)

• TELECASTING, Feb. 12], that has been stalling NARBA's progress.

Sen. Johnson, citing the cost to the license applicant in the hire of attorneys and still other fees involved, pointed out that continual delay in the FCC causes money and investments to be tied-up. He said he did not think any other government commission had more delay than the FCC in processing matters before it.

The Senator said that if the McFarland Bill (S 658)—to realign FCC procedures—were passed in the House "some procedures could be speeded up." He emphasized that the Senate had passed the measure four times.

Chairman Coy said that an ideal time-schedule as seen by the FCC would be 60 days for processing an applicant where no opposition is encountered and from four to six months wherein full hearings are necessary.

Pace of the hearing was quickened as the Senators moved their questioning to the broad and as yet unexplored application of color TV to the broadcast field.

Color Service

Chairman Coy said he saw color as a new-type television service, with beginnings as in black-and-white, and expected that some color broadcasting would be forthcoming in the next 30 days with CBS being the first to start "even a minimum of programming" with "fringe programming at the outset."

He said he was certain that set manufacturers would be making all or one of the types of sets necessary for the public to get color in "reasonable time."

To support this assertion, Chairman Coy cited CBS' entry into the manufacturing business by its acquisition of Hytron Radio & Electronics Corp., maker of Air-King radio-TV sets.

Chairman Coy also said that despite statements by manufacturers that they would not make color sets even after the courts cleared the color question, he was sure that some of these same firms will find it "to their competitive advantage" to manufacture the receivers. They would not permit some "upstart manufacturing firm to come up and manufacture color sets" in a field where they have been the leader, he said.

Answer to the current glut of TV sets on the market, Chairman Coy said, could possibly be (1) a reduction in the prices of sets by producing cheaper receivers and (2) putting color in receivers to stimulate public incentive to buy.

Another effect of color, Chairman Coy speculated, may be dissipation of the resistance of some sports promoters to telecasts which, they maintain, hurt the gate. As in the early days of black-and-white television, he said, the promoter may find good advantage in colorcasting because of the profit incentive—i.e., a greater profit when sets are few but liability in permitting telecasts when sets have reached the saturation point in markets.

Chairman Coy shrugged away mention by Sen. Magnuson of the some 12 million sets now in use by stating that the use of color will be gradual or transitional along with a high turnover of sets. "Remember," Chairman Coy said, "we had four wheel brakes in our automobiles for a long time."

Sen. Johnson brought up the question of whether the FCC decision and upholding of that decision by the Supreme Court would foreclose future development in color. He said that as he read Associate Justice Frankfurter's "dubitante" opinion, "he seemed fearful that the art or science of television would not have the freedom of development because of the court's decision." At this point, Chairman Coy carefully reviewed the history of color TV as it developed before the Commission and the final outcome.

FCC exercised sound judgment by taking the position that since it was going to allocate all the space in the spectrum with the allocation of television channels both in the UHF and VHF, it must make provision for color. While this urgency for deciding the color question was relatively simple for the FCC, it was more difficult in the practical application.

Sen. Johnson said he was in agreement with Chairman Coy that the FCC decision and the court opinion would hasten a compatible system rather than delay such a preferred development.

Taking up the UHF-VHF allocations plan as projected by FCC, the following pointers were made:

(1) In a case where a station that is a network radio affiliate is an applicant for a TV channel, that applicant will not get priority except that normally the experience and know-how in the broadcast art would be in his favor.

(2) FCC favors local management and ownership of stations and diversification of the ownership of communications media. There is a five-station limit on ownership in television, but only custom in the radio field whereby status quo has been maintained in multiple ownership.

(3) Sen. Johnson brought up the question of whether FCC has the legal right to allocate a block of channels on a fixed basis, rather than give them out "to people who apply." He said he thought it would save time and speed up the removal of the freeze if the Commission would let "prospective operators come in and say what they want."

Allocation Views

The committee chairman also said he was sending a letter to the Commission outlining his views on the TV allocation problem along with re-assertion that the proposed allocating for Colorado was "bad." He said he had no doubt that the situation would be "corrected" by the Commission [BROADCASTING • TELECASTING, May 14].

BASEBALL BACK

Returns To S. F. Stations

SAN FRANCISCO bay area baseball men have finally given up the ghost of their argument that television is death on attendance.

Last week both the San Francisco Seals and the Oakland Oaks clubs went back on the TV screens in an attempt to bolster falling gate receipts.

Both teams were on television for two years—1949 and 1950—but when attendance dropped off those years they blamed the TV bogeyman and refused to permit telecasting this year.

The season so far has shown almost 25% less attendance than last year when the games were telecast. That is a larger percentage drop than the teams suffered in either 1949 or 1950.

So Saturday, May 26, the Seals went back on KPIX (TV) San Francisco and the Oaks announced they would be back on KGO-TV San Francisco June 9.

Oaks' President Brick Laws said frankly he was making the move in mid-season in an attempt to bolster sagging attendance. He said he had received so many letters from fans urging the games be telecast that he was "at least half convinced that TV will help."

The first game on KPIX with the Seals May 26 was sponsored by Regal Pale Beer, the same sponsor the Seals had on TV last season, and the company that picks up the check for the baseball broadcasts on KSFO, sister station of KPIX.

However, no deal was set for Regal Pale to sponsor the rest of the Seals schedule and there were unconfirmed reports that some new sponsor would get the games.

The Oaks games will be sponsored on KGO-TV by a combine of six Northern California television dealers. Names of the dealers will not be announced until the deal is signed.

Telestatus

(Continued from page 69)

Shows Holding Viewers In Warm Weather—ARB

AMERICAN Research Bureau Inc., Washington, shows that despite summer weather and daylight saving time, most of the leading video programs continue to attract large audiences.

The May report shows *Texaco Star Theatre*, starring Milton Berle, maintaining its hold on first place by a wide margin. The May 1 edition of this program, ARB estimated, was seen by 24 million viewers.

List of the top 10 shows for May follows:

RANKING BY PROGRAM CITY RATING

1. Star Theatre	59.1
2. Fireside Theatre	45.1
3. Talent Scouts	44.0
4. Your Show of Shows	43.0
5. Groucho Marx	42.1
6. Comedy Hour*	41.6
7. Philco TV Playhouse	41.5
8. Blue Ribbon Bouts**	41.3
9. Wayne King	39.7
10. Kraft TV Theatre	38.7

RANKING BY HOMES REACHED

	(Add 000)
Star Theatre	7,220
Your Show of Shows	5,280
Groucho Marx	5,180
Philco TV Playhouse	5,090
Comedy Hour*	5,080
Fireside Theatre	4,830
Blue Ribbon Bouts**	4,760
Private Eye	4,610
Godfrey and Friends	4,410
Talent Scouts	4,280

* Phil Silvers, with Dean Martin and Jerry Lewis, guests.

** Louis vs. Agramonte bout, May 2.

* * *

'Star Theatre' Tops In 63-Market Survey

TEXACO STAR THEATRE heads top 10 TV shows according to Videodex National Report covering 63 markets for week of May 1-7. Report lists top ten as follows:

	% TV Homes
1. Texaco Star Theatre (61 cities)	49.6
2. Talent Scouts (24 cities)	36.4
3. Fireside Theatre (51 cities)	35.3
4. Godfrey and Friends (49 cities)	35.2
5. You Bet Your Life (59 cities)	34.9
6. Philco TV Playhouse (57 cities)	34.6
7. Comedy Hour—Silvers (57 cities)	34.5
8. Your Show of Shows (60 cities)	32.4
9. Mama (34 cities)	32.1
10. Ken Murray Show (48 cities)	31.3

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Only TV station *in*—only TV station *seen*—in this large, rich Pennsylvania market area.

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THE advertiser, the agency, and the star. Attending the premiere night of *Ford Festival* over NBC-TV are (l to r) Henry Flower Jr., vice president and director, J. Walter Thompson Co.; Stanley Resor, president, J. Walter Thompson Co.; Ernest Breech, executive vice president, Ford Motor Co., and James Melton, singer.

DuMONT PROFIT

Drops in First Quarter

A DROP of 48% in net profits despite a 25% increase in sales was reported last week by Allen B. DuMont Labs, television manufacturer and TV network operator, for the 12 months ended March 25 as compared with the same period of 1950.

In a letter to stockholders, President Allen B. DuMont said net profits for the 12-week period this year totaled $1,022,000 after taxes, or the equivalent of 42 cents a share on common stock, as against $1,967,000 (92 cents a share) for the first 12 weeks of 1950.

"The lower ratio of net profits to sales," Dr. DuMont said, "resulted from increased cost of certain critical components; increased wage rates, and the higher income tax rate. Prices could not be raised during this period to compensate for these increased costs because of government regulations."

Dr. DuMont said "the usual seasonal slump in the radio-television industry is expected to be more pronounced this year." Government contracts, he reported, "are not sufficiently advanced to offset the decrease in anticipated sales and profits."

Sales to May 25 this year aggregated $18,851,000 as compared with $15,113,000 during the corresponding period last year, Dr. DuMont reported.

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LUBCKE QUITS

Pioneer to Be Consultant

HARRY R. LUBCKE, West Coast TV pioneer, and associated with KTSL (TV) Hollywood since its inception, resigned last week to establish a consulting practice restricted to video and electronics at 2443 Creston Way, that city.

Mr. Lubcke

With Don Lee Broadcasting System as head of TV for more than 20 years, Mr. Lubcke is credited with putting W6XAO (now KTSL), the nation's first video station, into operation in 1931 on an experimental license. When KTSL was sold last year to CBS, he joined the new owners as television consultant.

Mr. Lubcke holds some 25 television patents in the United States and abroad. Ten years ago several of them were made available to the industry on an interchange with RCA. He has many TV "firsts" to his credit and has been cited numerous times by the War Department and industry groups for his contributions to video.

FAMILY CODE

PTA Urges Early Adoption

EARLY adoption of a "code of standards for television programs acceptable to the American family" has been urged by the National Congress of Parents and Teachers, meeting in Miami Beach. The resolution was addressed to NARTB.

Thomas D. Rishworth of Austin, Tex., PTA radio-television chairman, said that programs included "too many cheap vaudeville, crime, wrestling and mediocre movies." PTA contended that many programs have been unsuitable for children.

Film Report . . .

THERE are 33 programs being filmed in Hollywood especially for TV and shown weekly on stations throughout the country, according to survey by Jerry Fairbanks Productions. Totalling 19 hours of film per week, or 988 hours a year, this is a significant figure inasmuch as during all of the past year, the theatrical film industry produced only 855 hours of film, it was pointed out. This is based on last year's output of 450 theatrical features and 550 short subjects.

With 25 more filmed programs already scheduled for fall production-release, this will make a total of 58 regular weekly shows on film from Hollywood, bringing figure to 1,612 hours yearly.

* * *

MUTUAL TELEVISION Productions, Los Angeles, has arranged to make a series of half-hour TV films based on the 500 short stories from **Whit Burnett's** anthology, *This Is My Best*, and some of his other collections. Production begins June 25 in Hollywood. Some also will be produced in New York. Each program to contain a brief introduction by Mr. Burnett and his wife. **United Television Programs,** distributor for the agency, plans national distribution.

* * *

CORNELL FILM CO., New York, offers three new TV documentaries, portraying history and culture of Rome, Venice and Florence. Each film shows historic highlights and includes arts, crafts and architecture of the city with glimpses of streets and daily life today. They are available in 16mm sound.

* * *

TELECOMICS Inc., Hollywood, is setting up an eastern syndicate operation for *Peril Pinkerton*, its first animated cartoon feature series. The show is a broad take-off on the melodrama format. It will be produced as a daily 15-minute episode feature.

* * *

TELEVISION SCREEN Productions, New York, is stepping up production of its TV film series, *Jim and Judy in Teleland*, with plans for completion of 39 episodes in the next month.

* * *

FRANK WISBAR Productions, Hollywood, has started shooting first in a series of eight TV films for *Fireside Theatre* in Yuma, Ariz. The rest will be filmed on Eagle-Lion Studios lot in Hollywood. **Joseph Mischel,** executive assistant to **Frank Wisbar,** is writing the new 30-minute series.

* * *

INS-TELENEWS, New York, announces that WABD (TV) New York has signed for its weekly review in a half-hour format.

* * *

VOGLIN Corp., Hollywood, has completed first half-hour filmed children's TV fantasy *Once Upon A Dream*. **Leith Stevens** arranged music. **Irving Pichel,** stage and motion picture director, was signed by firm to direct new TV film series dealing with gardening, built around **Jimmy Gleason.**

* * *

RALPH ROSE, former CBS producer-director, planning series of 26 half-hour television films starring **Artie Auerbach,** "Mr. Kitzel" of CBS *Jack Benny Show*. Entitled *Here Comes Mr. Kitzel*, series will go into production within a few weeks.

* * *

AMERIT-TELEFILM Corp., Hollywood, has been organized by **Mike Frankovich,** film producer and former announcer, and Dr. William Szekely. Group plans to film a series of 13 quarter-hour TV programs based on *The Decameron Tales*. Series will be made in Rome starting in October.

* * *

AGENTS TELEVISION Corp., Los Angeles, is producing first of a new TV film series, *Bed and Board*, featuring Actors **Charles Coburn** and **Spring Byington.** It is produced by **Morris Wein** through **Colonial Pictures Co.** at **General Service Studios,** Hollywood. **Ralph Murphy** directs. ATC also planning early filming of *Zorro* stories.

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Text of Supreme Court Color Decision

(See Separate Story This Issue)

No. 565.—OCTOBER TERM, 1950.

Radio Corporation of America, National Broadcasting Company, Inc., RCA Victor Distributing Corporation, et al., Appellants, v. The United States of America, Federal Communications Commission, and Columbia Broadcasting System, Inc.	Appeal from the District Court of the United States for the Northern District of Illinois, Eastern Division.

[May 28, 1951.]

MR. JUSTICE BLACK delivered the opinion of the Court.

Radio Corporation of America (RCA) and two of its subsidiaries brought this action in a three-judge District Court to enjoin and set aside an order of the Federal Communications Commission prescribing standards for transmission of color television.[1] The effect of the challenged order was to reject a color system proposed by RCA and to accept one proposed by the Columbia Broadcasting System (CBS).[2] The basis of RCA's complaint was that the order had been entered arbitrarily and capriciously, without the support of substantial evidence, against the public interest, and contrary to law. After hearing and oral argument, the District Court entered summary judgment sustaining the Commission, one judge dissenting.[3] RCA and the other plaintiffs took this direct appeal under 28 U. S. C. § 1253 and § 2101 (b).

At the outset we are faced with RCA's contention that the District Court failed to review the record as a whole in determining whether the Commission's order was supported by substantial evidence; it is urged that for this reason we should summarily reverse and remand the case for further consideration by that court. If RCA's premise were correct, the course which it suggests might be wholly appropriate. For as pointed out recently, in considering the question of sufficiency of evidence to support an administrative order, this Court must and does rely largely on a first reviewing court's conclusion. *Universal Camera Corp.* v. *Labor Board*, 340 U. S. 474. The present case, however, need not be returned for further scrutiny below because we are convinced that the review already afforded did not fall short of that which is required. The District Court heard oral argument for three days and deliberated for about five weeks before handing down its decision. Both the majority and dissenting opinions show a familiarity with RCA's basic contention (and the minor ones as well) that could have come only from careful study of the record as a whole. To be sure, there was a casual statement in the majority opinion susceptible of the interpretation that the court in reaching the decision made an examination of the record less complete than it should have been.[4] Fairly construed, however, the remark, while perhaps unfortunate, is entirely consistent with that conscientious review which we are satisfied was given this record by the District Court. We therefore pass to the question of validity of the Commission's order.

All parties agree, as they must, that given a justifiable fact situation, the Commission has power under 47 U. S. C. § 303 (c), (e), (f), (g)[5] to do precisely what it did in this case, namely, to promulgate standards for transmission of color television that result in rejecting all but one of the several proposed systems. Moreover, it cannot be contended seriously that the Commission in taking such a course was without evidential support for its refusal to adopt the RCA system at this time.[6] The real argument, advanced at great length and in many different forms, boils down to this: Viewing the record as a whole, the Commission as a matter of law erred in concluding that the CBS color system had reached a state of development which justified its acceptance to the exclusion of RCA's and that of others. Consequently, before the Commission, the District Court and here, RCA's main attempt has been to persuade that no system has yet been proven worthy of acceptance for public use, that commercial color broadcasting must be postponed awaiting inventions that will achieve more nearly perfect results.

We sustain the Commission's power to reject this position and hold valid the challenged order, buttressed as it is by the District Court's approval. To explain our conclusion it is unnecessary to repeat the detailed statement of facts made in the majority and minority opinions of the Commission and District Court.[7] Nor, for present purposes, is it necessary to attempt a translation of the technical terms invented to carry meanings in the rapidly growing television industry. It will suffice to give the following brief summary of the background of the Commission's findings and what was found:

Standards for black and white television transmission were first promulgated by the Commission in 1941. RCA's complaint alleges, and all apparently agree, that "The quality of the present [black and white] service, the improvements and reductions in price to the public that have been made, the incredible expansion of the industry as a whole, are all due to the fact that manufacturers could build upon a *single set of long-range high-quality standards*."[8] From 1941

[1] The subsidiaries are the National Broadcasting Co. and RCA Victor Distributing Corp. Later, other parties were permitted over the Commission's objection to intervene in support of RCA's position. The Columbia Broadcasting System (CBS) intervened as a party defendant.

[2] The order also rejected a system proposed by Color Television, Inc., which is not a party to this litigation.

[3] 95 F. Supp. 660 (N. D. Ill.).

[4] "After listening to many hours of oral argument by able counsel representing the respective parties, we formed some rather definite impressions relative to the merits of the order, as well as the proceedings before the Commission upon which it rests. And our reading and study of the numerous and voluminous briefs with which we have been favored have not altered or removed those impressions. *Also, in studying the case, we have been unable to free our minds of the question as to why we should devote the time and energy which the importance of the case merits, realizing as we must that the controversy can only be finally terminated by a decision of the Supreme Court.* This is so because any decision we make is appealable to that court as a matter of right and we were informed during oral argument, in no uncertain terms, that which otherwise might be expected, that is, that the aggrieved party or parties will immediately appeal. In other words, this is little more than a practice session where the parties prepare and test their ammunition for the big battle ahead." (Emphasis added.) 95 F. Supp. at 664.

[5] 47 U. S. C. § 303: ". . . [T]he Commission . . . as public convenience, interest, or necessity requires, shall—

. . .

"(c) Assign bands of frequencies to the various classes of stations, and assign frequencies for each individual station and determine the power which each station shall use and the time during which it may operate;

. . .

"(e) Regulate the kind of apparatus to be used with respect to its external effects and the purity and sharpness of the emissions from each station and from the apparatus therein;

"(f) Make such regulations not inconsistent with law as it may deem necessary to prevent interference between stations and to carry out the provisions of this Act . . .

"(g) Study new uses for radio, provide for experimental uses of frequencies, and generally encourage the larger and more effective use of radio in the public interest."

[6] The Commission unanimously believed that CBS had the best system presently available, although two Commissioners dissented on other grounds. The relative merits and demerits of the RCA and CBS systems were summarized as follows:

"[T]he RCA system [is] deficient in the following respects:

"(a) The color fidelity of the RCA picture is not satisfactory.

"(b) The texture of the color picture is not satisfactory.

"(c) The receiving equipment utilized by the RCA system is exceedingly complex.

"(d) The equipment utilized at the station is exceedingly complex.

"(e) The RCA color system is much more susceptible to certain kinds of interference than the present monochrome system or the CBS system.

"(f) There is not adequate assurance in the record that RCA color pictures can be transmitted over the 2.7 megacycle coaxial cable facilities.

"(g) The RCA system has not met the requirements of successful field testing.

. . .

"[T]he CBS system produces a color picture that is most satisfactory from the point of view of texture, color fidelity and contrast. . . . [R]eceivers and station equipment are simple to operate and . . . receivers when produced on a mass marketing basis should be within the economic reach of the great mass of purchasing public. . . . [E]ven with present equipment the CBS system can produce color pictures of sufficient brightness without objectionable flicker to be adequate for home use and . . . the evidence concerning long persistence phosphors shows that there is a specific method available for still further increasing brightness with no objectionable flicker. Finally, . . . while the CBS system has less geometric resolution than the present monochrome system the addition of color to the picture more than outweighs the loss in geometric resolution so far as apparent definition is concerned." Second Report of the Commission, October 10, 1950, —— F. C. C. ——.

[7] The facts found by the Commission appear in two reports on Color Television Issues. First Report of the Commission, September 1, 1950, —— F. C. C. ——; Second Report of the Commission, October 10, 1950, —— F. C. C. ——. The District Court described the proceedings before the Commission as follows: "The hearing, participated in by all members of the Commission, commenced September 26, 1949 and ended May 26, 1950. In all, fifty-three different witnesses were heard and 265 exhibits received. The transcript of the hearing covers 9717 pages. During the period from November 22, 1949 to February 6, 1950, extensive field tests were made of the three systems [RCA, CBS, Color Television, Inc.] proposed. Progress reports concerning these tests were filed with the Commission by the three proponents during December 1949 and January 1950. Comparative demonstrations of the three proposed systems were made on different dates until May 17, 1950." 95 F. Supp at 665.

[8] Emphasis added.

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FULL TIME
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600
DOMINATES
RICH
EAST
TEXAS
Represented by
THE O. L. TAYLOR CO.

In
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It's
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and
WRTA
A prize radio combination in the rich industrial market of Central Pennsylvania.
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until now the Commission has been engaged in consideration of plans and proposals looking toward promulgation of a single set of color standards.[9] CBS apparently made quicker progress in developing an acceptable system than did others.[10] It was soon attacked, however, on the ground that it was utilizing old knowledge highly useful in the realm of the physical sciences and mechanical practices but incongruous in the new fields of electronics occupied by television. This is still the core of the objection to the CBS system, together with the objection that existing receiving sets are not constructed in such a way that they can, without considerable adjustments, receive CBS color broadcasts either in color or black and white. The fact that adjustments are required before a CBS color broadcast can be received in black and white on existing sets makes this system "incompatible" with the millions of television receivers now in the hands of the public.

There is no doubt but that a "compatible" color television system would be desirable. Recognition of this fact seems to be the controlling reason why the Commission did not long ago approve the "incompatible" CBS system. In the past, it has postponed adoption of standards with the hope that a satisfactory "compatible" color television system would be developed. But this time, in light of previous experience, the Commission thought that further delay in making color available was too high a price to pay for possible "compatibility" in the future, despite RCA's claim that it was on the verge of discovering an acceptable "compatible" system.

The Commission's special familiarity with the problems involved in adopting standards for color television is amply attested by the record. It has determined after hearing evidence on all sides that the CBS system will provide the public with color of good quality and that television viewers should be given an opportunity to receive it if they so desire.[11] This determination certainly cannot be held capricious. It is true that the choice between adopting standards now or at a later date was not free from difficulties. Moreover, the wisdom of the decision made can be contested as is shown in the dissenting opinions of two Commissioners. But courts should not overrule an administrative decision merely because they disagree with its wisdom.[12] We cannot say the District Court misapprehended or misapplied the proper judicial standard in holding that the Commission's order was not arbitrary or against the public interest as a matter of law.[13]

Whether the Commission should have reopened its proceedings to permit RCA to offer proof of new discoveries for its system was a question within the discretion of the Commission which we find was not abused.[14] We have considered other minor contentions made by RCA but are satisfied with the way the District Court disposed of them.

The District Court's judgment sustaining the order of the Commission is

Affirmed.

[May 28, 1951.]

[9] See the particularly interesting historical summary of these efforts in Commissioner Jones' dissent to the First Report of the Commission, September 1, 1950, —— F. C. C. ——. His view was that color television standards should have been promulgated long before they were.

[10] See note 6, *supra.*

[11] See note 6, *supra.*

[12] *National Broadcasting Co.* v. *United States,* 319 U. S. 190, 224.

[13] *Universal Camera Corp.* v. *Labor Board,* 340 U. S. 474, 490-491.

[14] See *United States* v. *Pierce Auto Lines,* 327 U. S. 515, 534-535. With respect to reopening the record, the Commission said in part: ". . . [A] new television system is not entitled to a hearing or a reopening of a hearing simply on the basis of a paper presentation. In the radio field many theoretical systems exist and can be described on paper but it is a long step from this process to successful operation. There can be no assurance that a system is going to work until the apparatus has been built and has been tested. None of the new systems or improvements in systems meet these tests so as to warrant reopening of the hearing. . . .

"The Commission does not imply that there is no further room for experimentation. . . . Many of the results of such experimentation can undoubtedly be added without affecting existing receivers. As to others some obsolescence of existing receivers may be involved if the changes are adopted. In the interest of stability this latter type of change will not be adopted unless the improvement is substantial in nature, when compared to the amount of dislocation involved. But when such an improvement does come along, the Commission cannot refuse to consider it merely because the owners of existing receivers might be compelled to spend additional money to continue receiving programs.

". . . [A]ny improvement that results from the experimentation might face the problem of being incompatible with the present monochrome system or the color system we are adopting today. In that event, the new color system or other improvement will have to sustain the burden of showing that the improvement which results is substantial enough to be worth while when compared to the amount of dislocation involved to receivers then in the hands of the public." Second Report of the Commission, October 10, 1950, —— F. C. C. ——.

DUBITANTE BY MR. JUSTICE FRANKFURTER

Since I am not alone in entertaining doubts about this case they had better be stated. The ultimate issue is the function of this Court in reviewing an order of the Federal Communications Commission, adopted October 10, 1950, whereby it promulgated standards for the transmission of color television. The significance of these standards lies in the sanction of a system of "incompatible" color television, that is, a system requiring a change in existing receivers for the reception of black and white as well as colored pictures. The system sanctioned by the Commission's order will require the addition of an appropriate gadget to the millions of outstanding receiving sets at a variously estimated, but in any event substantial, cost. From the point of view of the public interest, it is highly desirable to have a color television system that is compatible. The Commission's order sanctioning an incompatible system is based not on the scientific unattainability of a compatible system, nor even on a forecast that its feasibility is remote. It rests on the determination that inasmuch as compatibility has not yet been achieved, while a workable incompatible system has proven itself, such a system, however intrinsically unsatisfactory, ought no longer to be withheld from the public.

After hearings on the Commission's proposals were closed, the Radio Corporation of America, persistent promoter of a compatible system, suggested to the Commission further consideration of the progress made after the Commission had taken the matter under advisement in May, 1950. To be sure, this proffer of relevant information concerning progress toward the desired goal was made by an interested party. But within the Commission itself the need for further light was urged in view of the rapid development that had been made since the Commission's hearings got under way. The heart of the controversy was thus put by Commissioner Hennock: "It is of vital importance to the future of television that we make every effort to gain the time necessary for further experimentation leading to the perfection of a compatible color television system." The Commission did not rule out reasonable hope for the early attainment of compatibility. Indeed, it gave ground for believing that success of experimentation to that end is imminent. But it shut off further inquiry into developments it recognized had grown apace because in its "sound discretion" it concluded that "a delay in reaching a determination with respect to the adoption of standards for color television service . . . would not be conducive to the orderly and expeditious dispatch of the Commission's business and would not best serve the ends of justice. . . ."

The real question, as I have indicated, is whether this determination of the Commission, considering its nature and its consequences, is beyond judicial scrutiny.

I am no friend of judicial intrusion into the administrative process. I do not believe in a construction of the Communications Act that would cramp the broad powers of the Communications Commission. See *National Broadcasting Co.* v. *United States,* 319 U. S. 190. I have no doubt that if Congress chose to withdraw all court review from the Commission's orders it would be constitutionally free to do so. See *Stark v. Wickard,* 321 U. S. 288, 312. And I deem it essential to the vitality of the administrative process that, even when subject to judicial review, the Commission be allowed to exercise its powers unhampered by the restrictive procedures appropriate for litigation in the courts. See *Federal Communications Comm'n* v. *National Broadcasting Co.,* 319 U. S. 239, 248. But so long as the Congress has deemed it right to subject the orders of the Commission to review by this Court, the duty of analyzing the essential issues of an order cannot be escaped by too easy reliance on the conclusions of a district court or on the indisputable formula that an exercise of discretion by the Commission is not to be displaced by a contrary exercise of judicial discretion.

What may be an obvious matter of judgment for the Commission in one situation may so profoundly affect the public interest in another as not to be a mere exercise of conventional discretion. Determinations by the Commission are not abstract determinations. We are not here called upon to pass on the abstract question whether the Commission may refuse to reconsider a problem before it although enlightening new evidence is promised. We are faced with a particular order of great significance. It is not the effect of this order upon commercial rivalries that gives it

(Continued on page 78)

Here's your sure way to "ring the bell" with extra sales by using Mississippi's leading radio station . . . popular WJDX, the sales-pulling "Voice of Mississippi".

REPRESENTED NATIONALLY by the GEORGE P. HOLLINGBERY CO.

WBRY is No. 1 in 35 out of 48 daytime ¼ hours (7 A.M. to 7 P.M.)

In only 4 out of 48 does any local station rate ahead of WBRY

Get the whole story of this revealing new Waterbury Pulse from your Avery-Knodel man

WBRY
5000 Watts
CBS in Waterbury, Conn.

SCOTUS Decision Text

(Continued from page 77)

Dubitante Cont.:

moment. The Communications Act was not designed as a code for the adjustment of conflicting private interests. It is the fact that the order originates color television, with far-reaching implications to the public interest.

The assumption underlying our system of regulation is that the national interest will be furthered by the fullest possible use of competition. At some point, of course, the Commission must fix standards limiting competition. But once those standards are fixed, the incentive for improvement is relaxed. It is obvious that the money spent by the public to adapt and convert the millions of sets now in use may well make the Commission reluctant to sanction new and better standards for color pictures if those standards would outmode receiving sets adapted to the system already in use. And even if the Commission is willing to adopt a second, inconsistent set of color television standards sometime in the future, the result will be economic waste on a vast scale.

And all to what end? And for what overriding gain? Of course the Commission does not have to wait for the millennium. Of course it does not have to withhold pictures from the American public indefinitely because improvements in color transmission will steadily be perfected. That is not what is involved here. What the Commission here decided is that it could not wait, or the American public could not wait, a little while longer, with every prospect of a development which, when it does come, concededly will promote the public interest more than the incompatible system now authorized. Surely what constitutes the public interest on an issue like this is not one of those expert matters as to which courts should properly bow to the Commission's expertness. In any event, nothing was submitted to us on argument, nor do I find anything in the Commission's brief of 150 pages, which gives any hint as to the public interest that brooks no delay in getting color television even though the method by which it will get it is intrinsically undesirable, inevitably limits the possibilities of an improved system or, in any event, leads to potential great economic waste. The only basis for this haste is that the desired better method has not yet proved itself and in view of past failures there is no great assurance of early success. And so, since a system of color television, though with obvious disadvantages, is available, the requisite public interest which must control the Commission's authorization is established. I do not agree.

One of the more important sources of the retardation or regression of civilization is man's tendency to use new inventions indiscriminately or too hurriedly without adequate reflection of long-range consequences. No doubt the radio enlarges man's horizon. But by making him a captive listener it may make for spiritual impoverishment. Indiscriminate use of the radio denies him the opportunities for reflection and for satisfying those needs of withdrawal of which silent prayer is only one manifestation. It is an uncritical assumption that every form of reporting or communication is equally adaptable to every situation. Thus, there may be a mode of what is called reporting which may defeat the pursuit of justice.

Doubtless, television may find a place among the devices of education; but much long-headed thought and patient experimentation are demanded lest uncritical use may lead to hasty jettisoning of hard-won gains of civilization. The rational process of trial and error implies a wary use of novelty and a critical adoption of change. When a college head can seriously suggest, not by way of irony, that soon there will be no need of people being able to read—that illiteracy will be the saving of wasteful labor—one gets an idea of the possibilities of the new barbarism parading as scientific progress.

Man forgets at terrible cost that the environment in which an event is placed may powerfully determine its effect. Disclosure conveyed by the limitations and power of the camera does not convey the same things to the mind as disclosure made by the limitations and power of pen or voice. The range of presentation, the opportunities for distortion, the impact on reason, the effect on the looker-on as against the reader-hearer, vary; and the differences may be vital. Judgment may be confused instead of enlightened. Feeling may be agitated, not guided; reason deflected, not enlisted. Reason—the deliberative process—has its own requirements, met by one method and frustrated by another.*

What evil would be encouraged, what good retarded by delay? By haste, would morality be enhanced, insight deepened, and judgment enlightened? Is it even economically advantageous to give governmental sanction to color television at the first practicable moment, or will it not in fact serve as an added drain on raw materials for which the national security has more exigent needs?

Finally, we are told that the Commission's determination as to the likely prospect of early attainment of compatibility is a matter within its competence and not subject to court review. But prophecy of technological feasibility is hardly in the domain of expertness so long as scientific and technological barriers do not make the prospect fanciful. In any event, this Court is not without experience in understanding the nature of such complicated issues. We have had occasion before to consider complex scientific matters. *Telephone Cases*, 126 U. S. 1; *McCormick* v. *Whitmer*, 129 U. S. 1 (harvester); *Corona Co.* v. *Dovan Corp.*, 276 U. S. 358 (improvement in vulcanization of rubber); *DeForest Radio Co.* v. *General Electric Co.*, 283 U. S. 664 (high-vacuum discharge tube); *Radio Corporation* v. *Radio Engineering Laboratories*, 293 U. S. 1 (audion oscillator); *Marconi Wireless Co.* v. *United States*, 320 U. S. 1 (wireless telegraphy improvement); and *Universal Oil Products Co.* v. *Globe Oil & Ref. Co.*, 322 U. S. 471 (oil cracking process).

Experience has made it axiomatic to eschew dogmatism in predicting the impossibility of important developments in the realms of science and technology. Especially when the incentive is great, invention can rapidly upset prevailing opinions of feasibility. One may even generalize that once the deadlock in a particular field of inquiry is broken progress becomes rapid. Thus, the plastics industry developed apace after a bottleneck had been broken in the chemistry of rubbers. Once the efficacy of sulfanilamide was clearly established, competent investigators were at work experimenting with thousands of compounds, and new and better antibiotics became available in a continuous stream. A good example of the rapid change of opinion that often occurs in judgment of feasibility is furnished by the cyclotron. Only a few years ago distinguished nuclear physicists proclaimed the limits on the energy to which particles could be accelerated by the use of a cyclotron. It was suggested that 12,000,000-volt protons were the maximum obtainable. Within a year the limitations previously accepted were challenged. At the present time there are, I believe, in operation in the United States at least four cyclotrons which accelerate protons to energies of about 400,000,000 volts. One need not have the insight of a great scientific investigator, nor the rashness of the untutored to be confident that the prognostications now made in regard to the feasibility of a "compatible" color television system will be falsified in the very near future.

* "Broadcasting as an influence on men's minds has great possibilities, either of good or evil. The good is that if broadcasting can find a serious audience it is an unrivalled means of bringing vital issues to wider understanding. The evil is that broadcasting is capable of increasing perhaps the most serious of all dangers which threaten democracy and free institutions today—the danger of passivity—of acceptance by masses of orders given to them and of things said to them. Broadcasting has in itself a tendency to encourage passivity, for listening as such, if one does no more, is a passive occupation. Television may be found to have this danger of passivity in even stronger form." Report of the Broadcasting Committee, 1949 (Cmd. 8116, 1951) 75.

NATIONAL NIELSEN RATINGS* TOP RADIO PROGRAMS
(Total U. S. Area, Including Small-Town, Farm and Urban Homes—and including Telephone and Non-Telephone Homes)
REGULAR WEEK APRIL 15-21, 1951

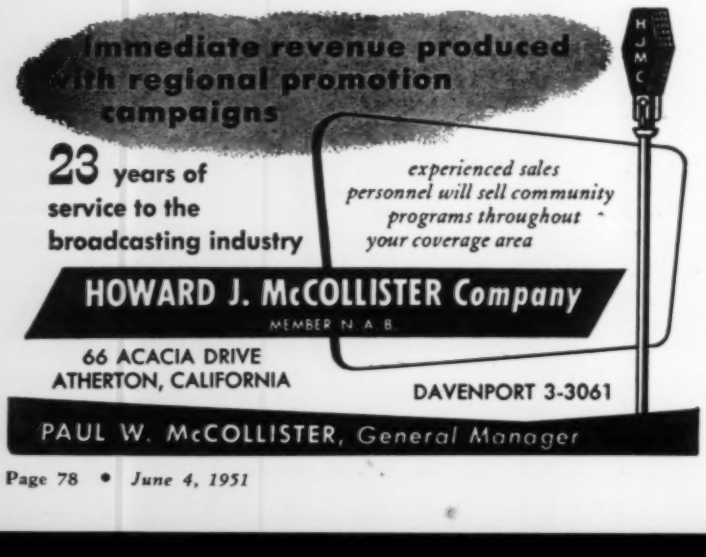
Current Rank	Program	Current Rating Homes
Evening, Once-a-Week		
	(Average For All Programs)	(7.2)
1	Lux Radio Theatre (CBS)	19.3
2	Godfrey's Talent Scouts (CBS)	14.9
3	Jack Benny Show (CBS)	14.8
4	My Friend Irma (CBS)	14.1
5	Charlie McCarthy Show (CBS)	13.9
6	You Bet Your Life (NBC)	13.1
7	Hollywood Star Playhouse (CBS)	12.4
8	Walter Winchell (ABC)	12.2
9	Bob Hawk (CBS)	11.5
10	Mr. Chameleon (CBS)	11.4
Evening, Multi-Weekly		
	(Averagee For All Programs)	(4.7)
1	Beulah (CBS)	8.9
2	Lone Ranger (ABC)	7.4
3	Tide Show (CBS)	7.1
Weekday		
	(Average For All Programs)	(3.8)
1	Arthur Godfrey (Ligg. & Myers) (CBS)	9.8
2	Wendy Warren and the News (CBS)	8.4
3	Pepper Young's Family (NBC)	8.4
4	Our Gal, Sunday (CBS)	8.1
5	Arthur Godfrey (Nabisco) (CBS)	8.0
6	Romance of Helen Trent (CBS)	8.0
7	Ma Perkins (CBS)	7.9
8	Rosemary (CBS)	7.7
9	Aunt Jenny (CBS)	7.5
10	Big Sister (CBS)	7.4
Day, Sunday		
	(Average For All Programs)	(3.9)
1	True Detective Mysteries (MBS)	5.5
2	Martin Kane, Private Eye (MBS)	5.1
3	Falcon (NBC)	4.1
Day, Saturday		
	(Average For All Programs)	(4.9)
1	Armstrong Theatre (CBS)	9.4
2	Stars Over Hollywood (CBS)	8.1
3	Grand Central Station (CBS)	8.0

NOTE: Number of homes is obtained by applying the "NIELSEN-RATING" (%) to 41,903,000—the 1951 estimate of Total United States Radio Homes.
(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.
Copyright 1951 by A. C. Nielsen Co.

KRNT TOWER
Construction Is Underway

MULTI-PURPOSE broadcast tower to be used initially for FM and capable of mounting TV and other communication antennae is being erected by KRNT Des Moines, Iowa, the *Register* and *Tribune* Cowles station.

The 709-ft. self-supporting tower is being built over a theatre owned and operated by KRNT, and is located within a half-block of a telephone company's television relay tower in downtown Des Moines. Foundation work was completed last fall. The station will continue to utilize its present AM tower equipment.


Immediate revenue produced with regional promotion campaigns
23 years of service to the broadcasting industry
experienced sales personnel will sell community programs throughout your coverage area
HOWARD J. McCOLLISTER Company
MEMBER N. A. B.
66 ACACIA DRIVE
ATHERTON, CALIFORNIA
DAVENPORT 3-3061
PAUL W. McCOLLISTER, General Manager

programs promotion premiums

FESTIVAL TOUR OFFERED

WABF (FM) New York offering subscribers to its *Program Magazine* chance to go on especially arranged tour of Europe which will include all major European musical events during summer. Price of tour is extremely low, affording music lovers unusual opportunity, according to station. This is second year station has organized Music Festival Pilgrimage.

STRAW HAT PROMOTION

KCMO-FM Kansas City, Mo., to promote Straw Hat Day, aired announcements recorded by executives of clothing stores who urged men, in short chatty style, to keep cool this summer by wearing straw hats. According to station, idea evoked favorable comments from transit-radio audience and home listeners.

EXPLAINS WEATHER

WJBK-TV Detroit, *Weatherman*, Mon.-Fri. nights, sponsored by Purity Baking Co. (Tastee Bread). Program features Wayne U.'s Dr. Everett R. Phelps who explains "reason why" behind weather conditions pictorially. National as well as Detroit area weather is reported.

TV KID'S SHOW GIMMICKS

WSB-TV Atlanta, *Woody Willow Show*, Mon.-Fri., sponsored by Brock Candy (Thurs.) and Lay's Potato Chips (Fri.) Thursday, six children vie for prizes in half-hour talent show and Friday children phone in with correct answers to questions to receive prizes. Woody Willow is puppet, who with several other puppets is manipulated by Ruth and Don Gilpin.

HEAVY PET PROMOTION

KECA-TV Los Angeles, *Your Pet Parade*, 4:30 p.m. Sunday, sponsored by Ralston-Purina Co. (Shredded Ralston Wheat Chex). To promote new program, trained motion-picture elephant with large sign announcing show posed with "Betty Bite Size", four-year-old girl, at various locations.

ITALIAN AMERICANS

WOV New York sending advertiser mailing piece about selling power of WOV to Italian Americans. Piece reports New York has great many Italian people and that their purchasing power is over $2 million yearly.

"ELMER, the Borden Auctioneer," holds up a handful of the 65,000 bottle caps from Borden dairy products collected during a four-week test program over WKTY LaCrosse, Wis. "Elmer," who is Clay Campbell, emcee on WKTY, handled the weekly shows on which local children bid for sports equipment, skates, watches, etc. with Borden bottle caps and paper carton tabs. Station reports that four-week, test-series for company's Consolidated Div. averaged 16,000 bottlecaps and tabs per broadcast.

RADIO PAYS OFF

NATIONAL OPTICS Co., N. Y., received 4,898 mail orders for $1.98 item by using 52 spots on WBBM Chicago during 30-day period. Promotion Manager Dave Kimble reports company received orders amounting to $4,936.14, receiving about $3.95 for every dollar invested. Company, for Rayex night driving glasses, spotted 52 announcements from April 16 through May 15 on two WBBM shows, *The Country Hour* (5 to 6 a.m.) and *Matinee at Midnight* (12 to 2 a.m.). Glasses sold for $1.98 plus postage and c.o.d. charges.

MEDICINE ON MARCH

ST. JOHN'S Hospital of Santa Monica backing *Medicine on the March*, forthcoming television film panel featuring weekly Hollywood star and four staff doctors from St. John's discussing subjects pertaining to medicine of interest to public. Topics covered in series include how medical discoveries are made, why some people are geniuses, exhibitionists or hermits, unusual experiences in doctor's life, behind scenes in hospital and stories of various diseases. Proceeds from series will be used by St. John's for completion of new wing and maintenance of hospital facilities. Distribution through United Television Programs.

GLENDIVE BOOK QUIZ

KXGN Glendive, Mont., with cooperation of American Assn. of University Women and city library, presenting series of quizzes for pre-school and first six school grade level students on children's books. Third year for program, aired 13 times yearly, saw increase of 540% in number of children using public library. Station reports sponsors, parents and AAUW endorse program.

ROAD SHOW

WBAL Baltimore sent its daily noon-time *Kitchen Karnival* out "on the road" for personal appearances May 22. Already, WBAL reports, it is swamped with bookings for live viewing at churches and civic organizations in Baltimore and vicinity, with dates extending to October. Plans call for a "hinterland" appearance of the show once weekly at a church or community house, under auspices of a charitable group, to tape three of the daily shows. Tickets for the affair are turned over to sponsoring group to sell at whatever price they wish, with the entire proceeds being pocketed by the civic group. Meanwhile, members of church or club have an opportunity to see giant displays of advertisers' products.

SCHOOL VIDEO

WICU (TV) Erie, Pa., carrying thrice-weekly half-hour program, *Erie Schools at Work*. Class goes into action as though it were normal period in schoolroom. All shows are from studio. School district supplies special liaison teacher to work with studio personnel in programming.

ROCHESTER GAMES

WHAM-TV Rochester, N. Y., June 3 began series of experimental telecasts of selected Rochester Red Wings home baseball games looking toward "an arrangement that will work to mutual advantage of fans and club." Station plans to air between 10 and 15 games under sponsorship of Columbia Music and Applicance Store, with at least one telecast per opposing team and on different day each week throughout

(Continued on page 80)

National Features

NF

PEORIA
ILLINOIS

Edgar L. Bill
Merle V. Watson
Julian Mantell,
Sales Manager

★ We can produce more sales records and letters of recommendation that members of our Organization have received while working for over 300 AM, FM & TV Stations and Newspapers from coast to coast, than any similar company.

OVER 300 STATIONS

USE THE

CARDINAL RECORD

STORAGE RACK

DIVIDERS cut at an angle to facilitate reading labels on envelopes

HEAVILY CONSTRUCTED, will not sag, an ideal, modern way to store records

PRICED FAR BELOW the average custom-built units

	RECORD RACKS		
Model	GS 1236	36" x 12" deep	$74.50
Model	GS 1248	48" x 12" deep	$84.50
	TRANSCRIPTION RACKS		
Model	GS 1636	36" x 16" deep	$79.50
Model	GS 1648	48" x 16" deep	$89.50

All units are 84" high

We also custom-build special units to order at prices your station can afford.

Write or wire . . .

CARDINAL CORPORATION

P. O. BOX 887 ALLIANCE, OHIO

Phone: Louisville, Ohio 2411

Programs, Promotions

(Continued from page 79)

summer, according to William Fay, WHAM-TV general manager. Actual contract-signing was telecast on Bob Turner's sports show. Station says it invested heavily in mobile-remote equipment and Zommar lens to bring sports and special events to viewers.

BLOOD DRIVE

WFDR (FM) New York raised 35 bottles of Type "O" blood during Red Cross drive in Brooklyn. Station reported Red Cross officials said same appeal was carried on all New York stations, but none obtained more than six donors during the two-day drive.

FLOOD COVERAGE

KGNO Dodge City, Kans., gave frequent spot coverage of recent flood in city, with broadcasts detailing relief work, evacuation, dike control and river stages. Manager Wendell Elliott, Chief Engineer Duane Hoisington and other staff members remained on duty all night May 17, setting up remote facilities on Arkansas River bank for spot broadcasts.

49th STATE FAIR BOOTH

KAHU Waipahu, on outskirts of Honolulu, took booth at Hawaii's 49th State Fair to show that it is only island station giving listeners "all the music and all the news in all the languages of Hawaii, all day." Visitors to booth requested some 5,000 selections they wanted to hear.

BEAUTY CONTEST

WWDC Washington May 29 officially opened contest for "Miss Washington of 1951." Winner will represent Washington in Miss America Pageant and will serve as official hostess at many civic functions. This is ninth consecutive year station has sponsored talent-beauty search. Awards will total $5,000.

COVERS SHIP COLLISION

WNOR Norfolk, May 14 broadcast description of collision of Navy seaplane tender *Valcour* and collier *Thomas Tracy* off Virginia Capes. Jack Harris described rescue operations from chartered plane while Earl Harper met first rescue vessel as it docked to unload casualties. Broadcasts were recorded and highlights were rebroadcast during the day with later new releases.

DESCRIBES PUBLIC ACCLAIM

WTVN (TV) Columbus, Ohio, issues orchid-colored brochure telling of thousands of letters of acclaim received by station because of its public service broadcasts.

'MEET THE LEGISLATOR'

WSAI Cincinnati's program, *Meet The Legislator*, airs from tape recordings voices of state legislators discussing current topics. Originally, only two broadcasts were planned. Interest shown by public resulted in WSAI's carrying the program until summer recess. Bill Robbins, station news director, is credited with proposing the series.

ALL ABOUT JONES

WFIL Philadelphia sending trade and advertisers brochure with cover stating, "In Philadelphia, they talk about Mary Jones." Inside spread explains that Mary Jones is women's commentator heard for half-hour daily on station, with description of program including variety of topics she covers. Pictures show her at home, on road and on the air. Back cover gives participation cost and allied information.

CONDUCTS SURVEY

KFRO Longview, Texas, used staff members as pollsters to determine 6-8 a.m. program preference of its audience. Station happily found it had majority of area's listeners who for most part were satisfied with existing programming. Station reported many listeners appeared flattered to be called upon to give their opinions.

SIMULCAST QUIZ

SIMULCAST of *Quiz of Two Cities* —originating in two cities through a switching process—will be aired June 6 by WAAM (TV) Baltimore, WMAL-TV Washington and WFBR Baltimore. Veteran of 11 years on radio, the program will be sponsored by Gunther Brewing Co., Baltimore, with each city originating portions of show by coaxial cable. System was worked out by Directors Van de Vries of WMAL-TV and Paul Kane of WAAM, which will coordinate entire program featuring Washington and Baltimore teams competing for cash prizes.

WINNING entry in WITH Baltimore's "Why I Like Buddy Deane" contest, which was open to Baltimore advertising agency personnel—a real newspaper with headline as slogan—is held by Early-Morning-Man Deane. Looking on are (l to r) Gilbert Sandler, winner; Thomas Tinsley, WITH president; Mae Hughes, secretary to Mr. Tinsley; Mr. Deane, and R. C. (Jake) Embry, vice president, WITH.

FOOTBALL TROPHY

WPAY Portsmouth, Ohio, presented its annual football trophy to most valuable player in broadcast area during sixth annual awards banquet. Trophy and other awards were given by Gerald Boyd, WPAY manager, during dinner citing not only athletic ability but also citizenship merits. Station was lauded for annual trophy competition by John Brickels, athletic director, Miami U., Oxford, Ohio. Winner was Carroll Howell of Portsmouth High.

'MOTHER OF THE YEAR'

WBRM Marion, N. C., paid tribute to America's "Mother of the Year" for 1951 with on-the-spot interview and appropriate gifts. Dr. Mary Martin Sloop, first woman so honored from state, was center of attention as she prepared to board train for New York. Syd Carrigan, WBRM announcer, and others, including school officials and pupils, civic groups and several hundred citizens, turned out for occasion. Dr. Sloop was instrumental in raising $50,000 for Crossnore School through sale and barter of castoff clothes.

MOTHER'S DAY CONTEST

WARA Attleboro, Mass., conducted successful "Mother of the Year" contest which stirred much response among listeners. Winner and her family was interviewed over WARA on "Mother's Day" and feted by local civic organizations.

STUDENT D-J's

KFGR Forest Grove, Ore., conducted 32-day amateur disc jockey contest with four contestants, one from each of area's high schools. Listeners selected their favorite. More than 9000 cards were received, according to station, with winner getting a clock-radio.

CANADIAN CITIZENSHIP

CKEY Toronto, May 23, "Canadian Citizenhip Day," aired throughout day recorded 20-second messages on Canadianism from federal and provincial cabinet ministers, Toronto civic officials, church dignitaries and prominent citizens. CKEY staffers also gave brief talks on pride in being Canadians.

A 'DELTA' FAVORITE

CKNW New Westminster, B. C., is circulating a Penn McLeod & Assoc. survey showing that among residents of "Delta" area around Fraser River, CKNW was 50% ahead of any other station. Asked to choose favorite radio station, 37.1% named CKNW, station reported. Station also said area's population is growing fast.

Further ideas or samples of the promotion items mentioned on this page are available by writing to the individual companies.

Advertising is bought by the **group** of executives who plan **marketing** strategy and tactics.

Printers' Ink is read by the whole marketing group of advertising, management, sales and agency executives who are the leading **buyers of advertising.**

kglo

1300 KC, 5,000 Watts CBS
MASON CITY, IOWA

15th year of SERVICE to 69,740 rural-urban homes, with farm income $535,703,000; total retail sales $493,004,000. A Lee Station—represented by Weed & Company.

allied arts

GREGORY REESER appointed RCA Thesaurus central northwestern sales representative, Chicago, to succeed **ROBERT FENDER**, named southwestern sales representative.

WORLD BROADCASTING SYSTEM, N. Y. transcription and library firm, announces signing **Mary Kaye Trio** to two-year contract for transcribing minimum of 30 selections for distribution to more than 800 affiliate stations.

WALTER SCHWIMMER PRODUCTIONS, Chicago, presenting firm's first children's TV feature on WOR-TV New York. Giveaway, *Tele-Kid Test*, has m.c. interviewing youngsters via telephone.

DON GRANTHAM, general manager WCRA Effingham, Ill., to Don Martin School of Radio and Television, Hollywood, Calif., as instructor in theory department.

GAYEK & Assoc., new L. A. firm specializing in production of animated TV spots, organized by **JOSEPH GAYEK**.

PAUL LONG, Signal Corps Photographic Center, Long Island, N. Y., to Jam Handy Organization, Detroit, in production department.

WILLIAM F. BROIDY Productions, Hollywood, on 20-year lease, has taken over Sunset Studios at 5545 Sunset Blvd., to accommodate its expanding TV production enterprises. Space also will be made available to outside production units and advertising agencies on rental basis. Building has three sound stages, theatre, cutting rooms, 11 offices, makeup and dressing rooms and various other accommodations for TV producers.

DAVID RULEY, Louis de Rochemont Assoc., to *March of Time*, New York, as technical director. **ISABEL KOHN**, *Time* magazine researcher, to research department *March of Time*. **HELEN BROWN**, business department, to research department.

ELEANOR I. NEY, publicity director Shappe-Wilkes Inc. Adv., N. Y., opens public relations office at 537 West 57th St., N. Y. Her accounts will be: Ansco, Binghamton (photographic materials & equipment), Photographers Assn. of America Convention, N. Y., July 4-8, and Pavelle Color Inc., N. Y. (color photographic labs).

LORRAINE CUGAT, leader of newly-formed Latin-American orchestra, signed to make series of transcriptions for Standard Transcriptions, Hollywood.

J. W. MILLER Co., Guilford, Conn., appoints Richard S. Robbins Co., N. Y., to handle prizes for its syndicated quiz show, *Hold the Phone*.

WWDC-AM-FM Washington reports that a recording session between Willis Conover, WWDC disc jockey, and Art Tatum, jazz pianist, has been released by the Treasury Dept. to 2,800 radio stations as part of its *Guest Star* series.

KRON-TV San Francisco and KTTV (TV) Los Angeles are new subscribers to **Tele-Que**, television program rating and audience analysis report issued by Coffin, Cooper & Clay Inc., West Coast research firm.

RALPH BARUCH, station representative SESAC, N. Y., father of girl, Alice Margaret.

Equipment . . .

GIL PALTRIDGE, onetime owner, KGIL San Fernando, Calif., and more recently general manager KYA San Francisco, joins Hoffman Sales Corp., that city, as acting advertising and sales promotion manager. He succeeds **NAT SINCLAIR**, recalled to Army service.

Dr. LOUIS T. RADER, head of electrical engineering department, Illinois Institute of Technology, appointed assistant manager of engineering Control Div., General Electric Co., Schenectady.

W. C. CONLEY Jr. appointed vice president and manager of five branches of Crosley Distributing Corp., subsidiary of Crosley Div. Avco Mfg. Corp., Cincinnati.

GENERAL ELECTRIC Co., Schenectady, N. Y., announces redesigned line of single-phase inductrols for use as secondary circuit regulation where lighting and power are supplied from same lines in mills, factories and large buildings, or for laboratories and schools in controlling voltage in calibrating and testing meters, instruments, running motion picture equipment, etc. Dry-type induction voltage regulators are available in standard ratings of 9.6 kva to 24 kva.

RCA VICTOR, Camden, N. J., announces TV and FM lightning arrestor for either indoor or outdoor mounting, designed to fit 300-ohm transmission lines with no cutting or splicing.

GENERAL ELECTRIC Co., Syracuse, N. Y., announces binary scaler with 90-volt output and 15,000 ohms impedance. Plug in unit fits standard octal socket, direct connection carries signal from one scaler to next, and decade operation is possible with four units. Several counting combinations are possible with scaler, which can count electrical impulses at speeds in excess of 200 kc per second.

RUSSELL DESAULNIERS, sales engineer Canadian Marconi Co., Montreal, transmitter division, appointed managing director Canadian Aviation Electronics Ltd., Montreal.

NATIONAL UNION RADIO Corp., Orange, N. J., announces two new 30-channel radical beam tubes designed for high-speed electronic switching or commutation. One tube, collector type, has 30 grid leads for use as input tube in multiplex system, and other has 30 anode leads for use as output tube. Both employ electrostatic focusing.

Technical . . .

DARRELL GANDER, chief engineer WEVE Eveleth, Minn., named chief engineer WCOW South St. Paul, Minn.

LYNN MICHEL, WTPS New Orleans, to engineering staff WDSU New Orleans.

RENE LABAT to WDSU-TV New Orleans as cameraman.

BRAD ANDERSON, operator CKLB Oshawa, to operator CHUM Toronto.

RICHARD H. MASON (r), vice president and general manager, WPTF Raleigh, N. C., welcomes Sam T. Liles, transmitter supervisor, into the "20-Year Club." Others receiving recognition were Engineers J. W. Dean and Alton Tripp, "20-Year Club," and Warren Barfield, producer, and Phil Ellis, announcer, "10-Year Club." WPTF entertained the entire staff at a barbecue supper.

KGFJ Rate Increase

KGFJ Los Angeles, 250 w independent, has raised its basic Class A evening rate from $40 to $65 an hour, effective immediately, according to Thelma Kirchner, general manager. The half-hour increase is from $24 to $36, with quarter hour going from $16 to $24. This is the second Los Angeles area station to announce a rate increase within the past few weeks. KGER Long Beach upped its rates an average of 7½% on May 20.

WESTERN UNION Telegraph Co.'s net income first quarter of 1951 totaled $2,230,557 after provision of $1,298,000 for income taxes, as against $236,766 (with no tax liability) in the same period last year, company has reported. Preliminary figures placed April net income at $550,000 after provision of $285,000 for income taxes, compared with $375,000 net income in April 1950.

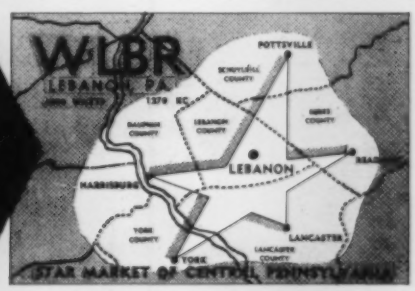
SEATTLE BOARD
Vetos Radio-TV Rights

BECAUSE bids for radio and television coverage of high school football were lower this year than last season, the Seattle School Board has decided there will be no scholastic football on TV in 1951. The school board also has decided to re-advertise for bids on radio coverage, after rejecting the only one submitted.

Turned down on the football telecast rights was the $400 bid of Federal Old Line Life Insurance Co., which last year paid $500 for TV rights to football and basketball. The insurance company's TV bid was not enough to compensate for the loss of audience, Frank Brock, secretary to the School Board, told BROADCASTING • TELECASTING.

KRSC Seattle, which paid $2,650 for AM rights to school sports in 1950, was the only bidder this time, with $780.

This Rich Lebanon Valley Market Is YOURS...



300 Million DOLLARS WORTH covered with ONE STATION

WLBR AM FM
LEBANON, PA. • 1000 WATTS • 1270 KC
The STAR MARKET of Central Pennsylvania
JULIAN F. SKINNELL—Operations Mgr.
REPRESENTED BY RAMBEAU

air-casters

ANTONIO TEDESCO, operations director WKLK Cloquet, Minn., and WKLJ Sparta, Wis., to WCOW South St. Paul, Minn., as part owner and operations director. **DONALD S. DOTY,** program director WKLK, to WCOW as program director.

BILL JAEGER, morning man WBOC Salisbury, Md., to WJWL Georgetown, Del., as program director, but will continue announcing his WBOC show.

DE WARD JONES, assistant manager network TV publicity NBC New York, to account executive ABC publicity staff.

LOUIS FORD, announcer WBUR Boston U., appointed supervisor of production.

DICK BARRETT, WAVZ New Haven, named program director. **DICK PETTY** appointed chief announcer. **GEORGE LEZOTTE,** news department, to announcing staff.

TOM EDWARDS to WERE Cleveland as announcer.

CHARLIE HALL Jr. to WTMA Charleston, S. C., as announcer.

BILL SILBERT to WWJ Detroit as disc jockey.

GLADYS TOMAJAN, producer WTAG Worcester, and **CLYDE G. HESS,** news analyst WTAG, married May 26.

RALPH BELLAMY, portraying private detective on CBS-TV's *Man Against Crime,* made honorary president of Associated Licensed Detectives of New York State.

DEAN NAVEN, newscaster KRNT Des Moines, to information division, U. S. Air Force Reserve. **JACK MAGARRELL,** U. of Iowa graduate, replaces him.

DAGMAR (Ruth Egnor), star of NBC-TV's *Broadway Open House,* and **DANNY DAYTON,** Hollywood screen actor, married May 21 in Las Vegas.

RICHARD S. PAIGE, assistant manager of research for DuMont Network, and associated earlier with Schwerin Research Corp. and NBC, appointed supervisor of ratings in NBC's TV sales planning and research department. **CHARLES H. McCUISTION,** NBC production services cost controller, promoted to assistant to director of TV network operations; and **J. ROBERT MYERS,** administrative assistant to director, appointed purchasing manager for TV network.

WENDY BARRIE, TV actress and commentator, Bymart Inc., for Tintair, through Carl Byoir & Assoc., N. Y., to alternate with **JOYCE MATHEWS** as m. c. of its radio and TV programs.

FRANK TUMPANE, columnist *Toronto Globe and Mail,* to commentator on CKEY Toronto for nightly five-minute sponsored commentaries on local topics.

ROBERT ADAMS, head of KTSL (TV) Hollywood film department, promoted to director and assigned to three programs, *Hawthorne Here Tonight, Editor's Round Table* and *Know Your Child.* **ROBERT HURLBUT** succeeds him as head of film department.

BILL BOYD (Hopalong Cassidy) received a bronze plaque from Ohio Governor Frank J. Lausche for "outstanding work with American youth" and "advancement of Ohio's prestige," according to NBC-TV, which carries the Hopalong Cassidy TV films series Sun., 6 p.m.

BILL BUTTERFIELD, KMYR Denver, to KGWA Enid, Okla., as announcer.

BILL FARREN to business staff WPEN Philadelphia.

DIX HARPER, WIOU Kokomo, to WIBC Indianapolis as farm commentator.

JIM HORTON, film department assistant KECA-TV Hollywood, goes to England June 16 to act as advisor-consultant for new film corporation producing series of half hour TV shows.

ALICE TYLER, executive secretary at NBC Hollywood, named supervisor of information and ticket department.

GORDON HAWKINS, program and educational director Westinghouse Radio Stations Inc., Washington, honored by having his "Credo and Prayer for Americans" inserted in *Congressional Record* by Rep. **CLYDE DOYLE** (D-Calif.) last month.

ROSA BARCELO, WTPS New Orleans, and **BETTY NESTOR,** WWL New Orleans, to continuity department WDSU New Orleans.

DOROTHY FOLSOM, continuity writer and director women's programs WPAY Portsmouth, Ohio, called to active service in WAC as lieutenant. **Mrs. LORELL NELSON,** promotion department, will take over Miss Folsom's program.

JERRY ROSS, ABC Western division publicity director, reports to active military service as captain in U. S. Air Force on June 22.

NELSON McININCH, agricultural director KFI Los Angeles, father of girl, May 12.

JACK STANLEY, head writer NBC *People Are Funny,* father of girl, May 11.

BLANCHE RAVISSE, director of fashion presentations on *Ted Steele Show,* WPIX (TV) New York, named most charming fashion commentator of 1951 by Charm Institute Inc., nonprofit organization.

ROBERT M. PURCELL, program director KTTV (TV) Los Angeles, returns to work following recuperation from spinal operation.

BOB MOON, m.c. of ABC *Altar Bound,* father of boy, Charles Robert Jr.

WENDY BARRIE, television actress, to alternate with **JOYCE MATHEWS** as mistress of ceremonies for Tintair radio and television programs.

PHYLLIS ANNIS, traffic department WDSU New Orleans, plans marriage to Robert M. Wells June 7.

IVOR HUGH, WCCC Hartford, Conn., awarded citation for his work on children's programs by Lullaby Club of Hartford, a mothers' organization.

ALVIN FLANAGAN, program director KFMB-TV San Diego, named vice president in charge of programs.

News . . .

LEO EGAN, sportscaster WBZ Boston, appointed director of all sports activities. **BUMP HADLEY** and **EL-BIE FLETCHER,** sportscasters WBZ-AM-TV, to WBZ-TV exclusively.

GORDON SMITH from WGN-TV Chicago newsreel staff, to WBAP Fort Worth as newscaster and writer. He is replaced by **BOB MADDOCK** of WGN news department.

JOE ROULIER, WPOR Portland, Me., and **BOB BAN KLEET,** WIBX Utica, N. Y., to announcing staff of WTRY Troy, N. Y.

AL COUPPEE, sports director KRNT Des Moines, awarded citation by Olympian Club "for fostering better inter-racial understanding."

GEORGE DUFFY, sports specialist WAVZ New Haven, to news department.

PARADE of Our Liberators, American contribution to VE-Day anniversary program of the Netherlands Radio, featuring Franklin D. Coalett, WBRE Wilkes-Barre, Pa., program director, veteran of the Dutch underground, was arranged by Universal Broadcasting System, news and public events transcription-syndication firm, the latter announced last week. Music was supplied by U. S. Air Force Band.

MAYOR Vincent Impellitteri of New York (r) and Eugene Bernald, vice president of Pan American Broadcasting Co., New York, were co-hosts on a good-will broadcast to Uruguay, commemorating the twentieth anniversary of Difusoras del Uruguay, reputed to be South America's oldest radio network. Produced by Pan American Broadcasting, the hour-long program was broadcast from New York and Hollywood, including messages from leaders in the entertainment and cultural fields, United Nations delegates and concluding with a message from Hon. Juan Dominguez, Consul General of Uruguay. Portions of program were to be rebroadcast by the Voice of America to its Latin American affiliates.

Novik Honored

MORRIS NOVIK, public service radio consultant, June 2 was to receive the Star of Italian Solidarity from Italian Ambassador Tarchiani in Washington at a reception honoring Italy's national holiday. Mr. Novik was chosen for the award for his work in arranging overseas broadcasts to Italy by the late New York Mayor LaGuardia. The programs were shortwaved to England's BBC and rebroadcast on medium waves to the Italian people.

C of C Ad Film

EDUCATIONAL film on advertising, called "The Magic Key," is being sponsored by the U. S. Chamber of Commerce's Committee on Advertising. The 16mm color film can be purchased or rented from the chamber at cost. It is designed for a consumer audience and is used by sales groups, management, local chambers, schools and general audiences. It shows how advertising creates jobs, increases national wealth and makes lives "richer and happier," the Chamber reports. Purchase price is $200; rental is $10 for seven days.

turn to page 6

KGW carries the weight in the Oregon Market DAY or NIGHT
TOTAL BMB FAMILIES
From 1949 BMB Survey
DAYTIME
KGW 350,030
Station B . . . 337,330
Station C . . . 295,470
Station D . . . 192,630
NIGHTTIME
KGW 367,370
Station B . . . 350,820
Station C . . . 307,970
Station D . . . 295,440
KGW PORTLAND, OREGON
on the efficient 620 frequency
AFFILIATED WITH NBC
REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

KWIK

STUDY RATINGS
Canadians Visit Nielsen

SEVEN-MAN team of Canadian broadcasters, advertisers and agency executives visited the A. C. Nielsen Co., Chicago market research firm, May 24 to study its services before making a final recommendation as to what concern should handle radio reports on Canadian audiences.

W. McQuillin, radio director of Eckfield, Brown & Co., Toronto agency, is chairman of the all-industry research and development committee of the Bureau of Broadcast Measurement, which has been studying various research services in Canada. Thus far, the only American company to be considered is Nielsen, because it currently rates Canadian shows.

No statement on projected plans will be made until the committee's report is completed and referred to the industry, according to one of the delegates, J. E. Potts, group advertising manager for Lever Bros. in Toronto. He expects this to be before the end of June.

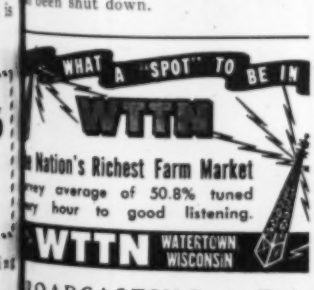
National ratings for Canada are now compiled by Elliott-Haynes Ltd. of Toronto.

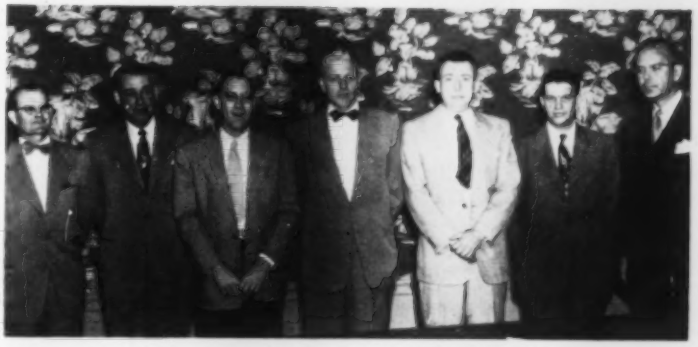
Included in the group of visitors were Pat Freeman, sales director of the Canadian Assn. of Broadcasters, and E. A. Weir, commercial manager of the Canadian Broadcasting Corp., both Toronto.

Radio School Diplomas

EIGHTEENTH graduation exercise of the National Academy of Broadcasting, Washington, was held May 25. A class of 14, estimated by armed forces' demands and advance employment in stations needing personnel immediately, will enter professional positions, it was reported. Harry R. Oliver, Myron M. Pfoutz and Ed Nicholas are slated to join WHED Washington, N. C. John E. Babin is at WBUZ Washington and Joe Blair is working part-time at WANN Annapolis. Two other graduates, Jack E. Arnault and Jack Reyes, are entering a New York television school. Norman Reed, WWDC Washington program director, gave the commencement address.

KYR Denver has changed transmitter site with construction of new 465 foot tower. New tower is located on Ruby Hill and old transmitter atop Masonic Bldg. in downtown Denver has been shut down.





NEW officers of the Virginia Assn. of Broadcasters elected during its meeting at Hot Springs [BROADCASTING • TELECASTING, May 7] **are (l to r): John L. Cole, WHLF South Boston, director; Campbell Arnoux, WTAR Norfolk, director; James H. Moore, WSLS Roanoke, vice president; Frank E. Koehler, WROV Roanoke, director; Charles P. Blackley, WTON Staunton, president; R. H. Smith, WCYB Bristol, secretary-treasurer, and John W. Shultz, WMVA Martinsville, director.**

WORLD SET COUNT
UNESCO Compiles Totals, Sets-Per-Capita

STATISTICAL report on 163 million radio receivers in 128 countries and territories—in terms of actual quantity and on a per-thousand capita basis—has been published by the Statistical Service of UNESCO.

The survey is designed to trace the increase in radio reception facilities from the end of 1938 to 1949, and points up a wide variation in ratio from more than one receiver to every two people in the U. S. to less than one radio per 1,000 persons in some African and Asian countries.

The United States, of course, tops both lists—in numerical count of receivers and radios per 1,000 citizens. The 163 million as of early 1950 is slightly less than a 100% increase over 1938.

According to UNESCO, the U. S. numbered a total of 81 million sets (excluding television receivers), with an approximate apportionment of 543 per 1,000 inhabitants at the end of 1949.

Ranking countries in total radios were, in this order, the United Kingdom, Germany, USSR, Japan, France, Italy, Czechoslovakia, Canada, and Sweden. Only the first four claimed set totals in excess of 10 million and only the U. S., United Kingdom and Sweden rated mention in the sets-per-capita list, which told a different story.

Topping that list, next to the U. S., were Sweden, Denmark, Iceland, Australia, United Kingdom, New Zealand, Norway, Switzerland, and the Netherlands. World average for sets-per-thousand was 70 radios, according to UNESCO.

UNESCO also showed a chart giving "percentage distribution of radio receivers by continents" as of January 1950. Breakdown listed North America with 52%; Europe 29%, USSR 7%, Asia 6%; South America 3%; Africa 1%.

KANSAS U. RADIO
Browne Heads New Unit

U. OF KANSAS, Lawrence, Kan., last week announced organization of a new radio division and the appointment of R. Edwin Browne as its director.

Chancellor Deane W. Malott explained that the new division will supervise both university stations, KFKU, now in its second quarter-century of operation, and KANU (FM), which will go on the air next fall. Mr. Browne also will supervise the development of KU's television plans. A video application is now pending. From 1940 to 1944, Mr. Browne was director of education and religion for KMBC Kansas City, Mo. He went to Kansas U. from Graceland College, Lamoni, Iowa, where he was director of public relations and alumni secretary. Mr. Browne served as director of public relations at KU from 1944 to 1946.

SECRET EXHIBIT
Military Weapons Shown

RADIO-TV manufacturers, along with other Chicago-area electronic equipment makers, were among the 1,200 firms represented at a top-secret showing of "restricted" radar, radio, sonic and other military items at Chicago's Navy Pier.

The companies represented plan to submit bids to the government for production of parts, components and entire pieces of equipment. The showing was planned by the U. S. Service and Munitions Board in an effort to attract small businesses into defense production and was sponsored by major contractors and the various military services.

All materiel displayed was of such a secret nature that visitors were screened carefully in advance of the showing and at the time of their visit to the pier. Included among the exhibits were electronic rocket launchers, electronic computers, range-finding and gun-sighting pieces, communications devices and sonic undersea equipment.

Criticizes Murrow

AWARDS-WINNER Edward R. Murrow, CBS news commentator, has been criticized by a California Republican for allegedly describing sentiment for Gen. Douglas MacArthur as "mass hysteria." Rep. Patrick J. Hillings decried what he said are "so many of our radio and television commentators constantly [in] support [of] the left-wing line of political philosophy and are ever ready to defend the Truman administration. By their acts, such commentators are preventing the American people from obtaining the truth through our radio and television facilities."

A WEEKLY bulletin service summarizing developments in defense production—orders, regulations, recommendations of industry advisory groups and various agencies—has been initiated by the Defense Production Administration, under the title *Defense Production Record*.

CJON St. John's, Newfoundland, new 5 kw station on 930 kc, is expected to be on air by August. It will be highest powered Newfoundland broadcasting station, and will be represented by All-Canada Radio Facilities, Toronto.

KSWM
JOPLIN, MO.

REACHES 446,600* PERSONS WHO SPEND... $285,550,000 ANNUALLY IN TOTAL RETAIL SALES!

* This map shows airline miles to the nearest large cities, assuring complete CBS service to the great Joplin, Mo. district.

Now in its *fifth year* of service. KSWM is an integral part of all community affairs and activities.

KSWM
Austin A. Harrison, President
CBS in JOPLIN, MO.
Nationally Represented by WILLIAM G. RAMBEAU CO.

May 24 Decisions . . .

BY THE COMMISSION EN BANC

Authority Granted

WGCH Greenwich, Conn.—Granted authority to suspend operations for 90 days from June 1, pending reorganization.

Renewal of Licenses

Following stations were granted renewal of licenses for regular period:

KCMC-FM Texarkana, Tex.; WFRS Grand Rapids, Mich.; WKRT-FM Cortland, N. Y.; KGSF San Francisco; KING-FM Seattle; WEMP-FM Milwaukee; WENR-FM Chicago; WFLN Philadelphia; WNEX-FM Macon, Ga.; KFPW-FM Fort Smith, Ark.; WAFB-FM Baton Rouge, La.; WGWR-FM Ashboro, N. C.; WJLB-FM Detroit; WSAI-FM Cincinnati; WSNJ-FM Bridgeton, N. J.; KOB Albuquerque, N. M.

Following stations were granted further temporary extensions of licenses to Sept. 1:

KFMV Hollywood, Calif.; KDRO-FM Sedalia, Mo.; WRLD-FM Lanett, Ala.; WCBT-FM Roanoke Rapids, N. C.; KDKA-FM Pittsburgh, Pa.; KYW-FM Philadelphia; WBZ-FM Boston; WBZA-FM Springfield, Mass.; WOWO-FM Ft. Wayne, Ind.; WEAU-FM Eau Claire, Wis.; KERN-FM Bakersfield, Calif.; KBON-FM Omaha; KCMO-FM Kansas City, Mo.; KQV-FM Pittsburgh, Pa.; KRKD-FM Los Angeles; KTNT Tacoma, Wash.; KXO-FM St. Louis; WEAW Evanston, Ill.; WEHS Chicago; WGTR Paxton, Mass.; WAJL Flint, Mich.; WJHP-FM Jacksonville, Fla.; WKJF Pittsburgh, Pa.; WLDM Oak Park, Mich.; WLRD Miami Beach, Fla.; WMMW-FM Meriden, Conn.; WTOA Trenton; WWDC-FM Washington, D.C.; KARM-FM Fresno, Calif.; KLUF-FM Galveston, Texas; KLZ-FM Denver; KOKX-FM Keokuk, Iowa; KROS-FM Clinton, Iowa; KWOC-FM Poplar Bluff, Mo.; KWOS-FM Jefferson City, Mo.; WCFM Washington, D. C.; WJAX-FM Jacksonville, Fla.; WCMW-FM Canton, Ohio; WDEM-FM Providence; WICA-FM Ashtabula, Ohio; WILA Woodstock, Ill.; WKBZ-FM Muskegon, Mich.; WIMS Michigan City, Ind.; KMPC Los Angeles; KSET El Paso, Tex.; KSVC Richfield, Utah; WBAL Baltimore; WGAR Cleveland, Ohio; WRIA Caguas, P.R.; WJR Detroit; WSNY Schenectady; WJVA South Bend, Ind.; KTXC Big Springs, Tex.; KNEU Provo, Utah; KSAN San Francisco; WBNX New York; KWPM West Plains, Mo.; KXA Seattle; WHHH Warren, Ohio; WNEL San Juan, P.R.; WVAM Altoona, Pa.; WSYB Rutland,Vt.; WRNO Orangeburg, S. C.; WINK Ft. Meyers, Fla.; KSIW Woodward, Okla.; KVVC Ventura, Calif.; KRUN Ballinger, Tex.; WNVA Norton, Va.; WEGO Concord, N. C.; WUSN Charleston, S. C.; KALA Sitka, Alaska; WBMW Breckenridge, Minn.; KBUC Corona, Calif.; KHIT Lampasas, Tex.; KPRO Riverside, Calif.; KREO Indio, Calif.; KYOR Blythe, Calif.; KROG Sonora, Calif.; KFDW Helena, Mont.; WPLH Huntington, W. Va.; KBYR Anchorage, Alaska; WXRF Guayama, P.R.; KCSJ Pueblo, Colo.; WOW Omaha, Neb.; WGY & Aux. Schenectady; WATL Atlanta; WAEL Mayaguez, P.R.

Following stations were granted renewals for regular period: KEDO Ontario, Calif.; WBUY-FM Lexington, N. C.; WCHA-FM Chambersburg, Pa.; WDHN New Brunswick, N. J.; KCLE-FM Cleburne, Texas; WEED-FM Rocky Mount, N. C.; WLOE-FM Leaksville, N C.; WTNC-FM Thomasville, N. C.; KVMV Twin Falls, Idaho; KSTN Stockton, Calif.; KTIP Portersville, Calif.; KVEN Ventura, Calif.; WAGM Presque Isle, Me.; WCJU Columbia, Mo.; WDSG Dyersburg, Tenn.; WGNS Murfreesboro, Tenn.; KDSJ Deadwood, S. D.; WBHF Cartersville, Ga.; WSPB Sarasota, Fla.; WTSA Brattleboro, Vt.; WNAT Natchez, Miss.; WNER Live Oak, Fla.; WANE Ft. Wayne, Ind.; WBSR Pensacola, Fla.; KXLL Missoula, Mont.; KXLQ Bozeman, Mont.; KWBM Williston, N. Dak.; WMMW Meriden, Conn.; KPBX Beaumont, Texas; KEEN San Jose, Calif.; WDIG Dothan, Ala.; WGLS Decatur, Ga.; WTOK Meridian, Miss.; WVOP Vidalia, Ga.; WOXF Oxford, N. C.; WMAJ State College, Pa.; WHKP Hendersonville, N. C.; WMVA Martinsville, Va.; WAMS Wilmington, Del.; WGES Chicago; WEAM Arlington, Va.; WJRI Lenoir, N. C.

Application Granted

WNDI Montevallo, Ala.—Granted application to reinstate CP for new AM station on 730 kc 250 w D; subject to previous condition that permittee satisfy all legitimate complaints of blanketing within 250 mv/m contour, including external cross modulation.

Petition Denied

WTCH Shawano, Wis.—Denied petition requesting reconsideration and grant of application to change facilities on 960 kc 1 kw, from D only, non-DA, to unl., using different DAs for D and N operation; amended Commission order of May 18, 1950, designating same for hearing to include an additional issue concerning interference to KMA Shenandoah, Iowa; made KMA party to proceeding, and scheduled hearing in Washington on July 25.

Authority Granted

WSKB McComb, Miss.—Granted authority to remain silent an additional 30 days, or until June 6, pending financial reorganization. If not ready to resume operation by that time, will be deemed to have abandoned license and same will be cancelled.

SSA Extension

KOB Albuquerque, N. M.—Granted extension of SSA to operate on 770 kc with 25 kw-N, 50 kw-LS, unl. for period ending Sept. 1, on same conditions as before.

Extension Granted

WOL Silver Spring, Md.—Granted further extension of license for synchronous amplifier, for period ending Sept. 1.

WINX Washington, D. C.—Granted further extension of licenses for two synchronous amplifiers, for period ending Sept. 1.

WFBM Indianapolis, Ind.—Granted extension of authority for period of 30 days from May 21 to operate with N power reduced to 500 w, non-DA.

FOR FINEST TAPE RECORDING

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Fayetteville, Ark.

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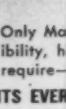

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Recorder in one case — Amplifier in the other. Easy handling — compact!

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Units can be combined for studio operation of portable equipment.

CONSOLE OR CONSOLETTE
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Magnecord, INC.

360 N. Michigan Ave., Chicago 1, Ill.

FCC actions

MAY 24 THROUGH MAY 31

CP-construction permit	**ant.-antenna**	**cond.-conditional**
DA-directional antenna	**D-day**	**LS-local sunset**
ERP-effective radiated power	**N-night**	**mod.-modification**
STL-studio-transmitter link	**aur.-aural**	**trans.-transmitter**
synch. amp.-synchronous amplifier	**vis.-visual**	**unl.-unlimited hours**
STA-special temporary authorization		**CG-conditional grant**

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

May 24 Applications . . .

ACCEPTED FOR FILING

AM—1580 kc

WATM Atmore, Ala.—CP to change from 250 w to 1 kw and install new trans.

AM—1010 kc

Winslow, Ariz.—Gila Bcstg. Co. application for new AM station on 1010 kc 1 kw unl. DA-DN AMENDED to change from 1 kw to 500 w-N 1 kw-D and change DA system.

AM—1310 kc

St. Petersburg Beach, Fla.—Gulf Beaches Bcstg. Co. Inc. application for new AM station on 1300 kc 1 kw D AMENDED to change from 1300 kc to 1310 kc.

AM—960 kc

WFTC Kinston, N. C.—CP to change from 1230 kc 250 w to 960 kc 1 kw DA-N and change trans. location AMENDED to change from 1 kw to 5 kw-D 1 kw-N and change type trans. and trans. location.

License for CP

WENE Endicott, N. Y.—RESUBMITTED application for license for CP authorizing changes in frequency, power etc.

WHP Harrisburg, Pa.—License for CP authorizing change in frequency, power etc.

Application Amended

Laredo, Tex.—Application for CP new AM station on 1490 kc 250 w unl. AMENDED to change name of applicant from Edward J. Harpole and W. J. Harpole a partnership d/b as Uvalde Bcstrs. to N. B. Lassetter, E. J. Harpole and W. J. Harpole a partnership d/b as Laredo Bcstrs.

FM—92.3 mc

Logan, W. Va.—CP for new FM station by Logan Bcstg. Corp. AMENDED to change from Ch. 225 (92.9 mc) 20.2 kw 725 ft. ant. to Ch. 222 (92.3 mc).

License for CP

WINL Lebanon, Ind.—License for CP new FM station.

May 28 Decisions . . .

ACTION ON MOTIONS

By Comr. George E. Sterling

FCC General Counsel—Granted petition for extension of time to June 18 in which to file exceptions to initial decision in proceeding upon applications of Tribune Pub. Co., Tacoma, Wash.

FCC General Counsel—Granted petition for extension of time to June 18 to file exceptions to initial decision in proceeding upon application of Kewanee Bcstg. Co., Kewanee, Ill.

Christian County Bcstg. Co., Taylorville, Ill.—Granted petition requesting dismissal with prejudice of application for CP to replace expired CP.

WKSR Pulaski, Tenn. and R. W. Towery, Iuka, Miss.—Granted petition of Pulaski Bcstg. Co. for leave to amend application to specify 1420 kc 1 kw unl., DA-N, in lieu of 580 kc 1 kw-LS 500 w N DA and for removal of application as amended from hearing docket. On Commission's own motion, removed from hearing docket application of R. W. Towery.

KWOC Poplar Bluff, Mo.—Granted petition for leave to amend application to modify its DA patterns.

FCC General Counsel—Granted petition for extension of time to June 18 in which to file exceptions to initial decision released in proceeding upon applications of WJBK Detroit.

WIKY Evansville, Ind.—Granted petition requesting an extension of time from May 24 to June 1 in which to file exceptions to initial decision released in proceeding upon its application.

WAPX Montgomery, Ala.—Granted petition requesting dismissal without prejudice of its application.

By Examiner Basil P. Cooper

WHBS Huntsville, Ala.—Granted motion for leave to amend application to change requested D power from 10 kw to 1 kw, change D ant. pattern and change proposed trans.; the application, as amended, was removed from hearing docket. Dismissed as moot motion to postpone date of hearing.

By Examiner H. B. Hutchison

KGAR Garden City, Kan.—Granted petition for leave to amend application to permit substitution of corrected balance sheet of applicant corporation as of 1/5/51.

By Examiner Leo Resnick

FCC General Counsel—Granted petition requesting that transcript of testimony in proceeding upon applications of Hirsch Communication Engineering Corp., Sparta, Ill. be corrected in various respects.

By Examiner Fanney N. Litvin

KVGB Great Bend, Kan.—Granted petition requesting that transcript of testimony in proceeding upon application of Pratt Bcstg. Co., Pratt, Kan. be corrected in various respects.

By Examiner Elizabeth C. Smith

KJAY Topkea, Kan.—Granted petition for leave to amend application to show more accurately the probable limitation to XEFI Chihuahua, Mex. under proposed operation of KJAY based upon revision of data shown in FCC channel study of 1947.

May 28 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WRSW Warsaw, Ind.—Mod. CP new AM station for extension of completion date.

WPAB Ponce, P.R.—Mod. CP to change frequency, power etc. for extension of completion date.

WFMU (FM) Crawfordsville, Ind.—Mod. CP authorizing changes for extension of completion date.

WSNS (FM) Sanford, N. C.—Mod. CP new FM station for extension of completion date.

WHEN (TV) Syracuse, N. Y.—Mod. CP new TV station for extension of completion date to 12-12-51.

License for CP

WRIO Rio Piedras, P.R.—License for CP to change frequency, power etc.

KOLJ Quanah, Tex.—License for CP authorizing a new AM station.

WOAY Oak Hill, W. Va.—License for CP authorizing power increase etc.

WSBB New Smyrna Beach, Fla.

SERVICE DIRECTORY

Custom-Built Equipment
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STerling 3626

COMMERCIAL RADIO MONITORING COMPANY
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National 7757

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New Rochelle 6-1620

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Construction & Operation Supervision
7918 E. Camino Real DO 7-6335
ARCADIA, CALIF.
(A Los Angeles suburb)

A. R. Bitter
CONSULTING RADIO ENGINEER
1700 Wayne St.
TOLEDO 9, OHIO
Telephone—Kingswood 7631

Member AFCCE

SUBMITTED application for license CP new AM station.

WFPM Fort Valley, Ga.—License for new AM station.

WPRS Paris, Ill.—License for CP new station.

License for Aux. Trans.

WNLC New London, Conn.—License use old main trans. for aux purposes th 250 w.

AM—1060 kc

WIBV Belleville, Ill.—CP to increase wer from 250 w to 1 kw and change ns. AMENDED to change name of plicant from John H. Schultz, Mar- l True, Paul A. Wnorowski, Marvin Mollring, John W. Lewis Jr. and eph H. Yaegel d/b as Belleville stg. Co. to Belleville Bcstg. Co. Inc.

AM—1290 kc

anford, N. C.—CP for new AM station by Waldo W. Primm on 1360 kc 1 kw D AMENDED to change from 1360 kc to 1290 kc.

Modification of License

WEIR Weirton, W. Va.—Mod. license to change station location from Weirton, W. Va. to Weirton, W. Va. and Steubenville, Ohio.

License Renewal

WEPS (FM) Elgin, Ill.—Renewal of license.

WBEH (FM) New Orleans, La.—Renewal of license.

Licenses Amended

KFMB-TV San Diego, Calif.—AMENDED to change name of licensee from The Jack Gross Bcstg. Co. to Kennedy Bcstg. Co.

WLWT Cincinnati, Ohio—AMENDED to show ERP vis. of 23.1 kw instead of 23.5 kw.

APPLICATIONS RETURNED

WTKM Hartford, Wis.—RETURNED application for mod. CP new AM station for extension of completion date.

KBST Big Spring, Tex.—RETURNED application for license renewal.

WKBV Richard, Ind.—RETURNED application for license renewal.

APPLICATIONS DISMISSED

KWIK Burbank, Calif.—DISMISSED application for acquisition of control Burbank Bcstrs. Inc., licensee, from Herschal Jenks to James H. and Allen I. Furns.

KWIK Burbank, Calif.—DISMISSED application for assignment of license from Lesile S. Bowden, trustee in bankruptcy to Union Bcstg. Corp., contingent on grant of BAL-887.

May 29 Decisions . . .

BY THE COMMISSION EN BANC

Permit Granted

WEEK Peoria, Ill.—Granted CP to change DA patterns; engineering cond.

Designated for Hearing

The Opp Bcstg. Co., Inc., Opp, Ala. and Covington Bcstg. Co., Inc., Opp, Ala.—Designated for consolidated hearing re applications for new stations on 860 kc 1 kw in Washington on July 27.

WGGA Gainesville, Ga. and WJDX Jackson, Miss.—Designed for consolidated hearing in Washington on July 31 re application of WGGA to change facilities from 1240 kc 250 w unl. to 550 kc 5-KW-LS 500 w-N and WJDX to change from 1300 kc 5 kw-LS 1 kw-N to 550 kc 5 kw, unl.; upon petition, made WHBQ Memphis, Tenn., party to proceeding with reference to WJDX only.

WHIM Providence, R. I. and WPAW Pawtucket, R. I.—Designated for consolidated hearing in Washington on Aug. 2 application of WHIM to change from 1110 kc 1 kw D to 550 kc 1 kw D and WPAW to change from 1380 kc 500

(Continued on page 92)

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Situations Wanted, 10¢ per word—*$1.00 minimum* • Help Wanted, 20¢ per word—*$2.00 minimum*
All other classifications 25¢ per word—*$4.00 minimum* • Display ads, $12.00 per inch

No charge for blind box number. Send box replies to
BROADCASTING, 870 National Press Bldg., Washington 4, D. C.

All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

Man or woman station manager. Write qualification to Box 918J, BROADCASTING.

Salesman

Salesman for 1000 watt Pennsylvania independent. Block of accounts to start. Only station in area. Must be resourceful and able to write good commercial copy. Box 702J, BROADCASTING.

Salesman for local accounts. Draw and commission. Texas station. Box 835J, BROADCASTING.

Salesmanager: Unusual opportunity for experienced salesman. Medium market, independent, New England. Good salary, commission-bonus arrangement. Box 898J, BROADCASTING.

Salesman with technical training and broadcast station experience to sell complete maintenance supplies. Also some new equipment items majoring tape recording equipment, radio stations, universities, armed services. Cover wide area. Box 938J, BROADCASTING.

Time salesman, immediately, salary plus straight commission. Wide market. Air mail application, KFRD, Rosenberg, Texas.

Salesman, high caliber, alert, hard selling, with car. Send photo. NBC for the Palm Beaches, WEAT, Lake Worth, Florida.

Opportunity for aggressive commercial manager 250 fulltime affiliate applying 5 kw. Expanding market. Fifteen year old station well in the black. Experience, integrity. References required. WFTC, Kinston, N. C.

The Norfolk area is the 26th market in the United States, has fine beaches and is a pleasant place to live. WNOR, an outstanding 24 hour a day independent station, has a tremendous listening audience and a large number of sponsors. We have an opening for an experienced, aggressive radio salesman who should earn $7,000 to $10,000 yearly. You will be paid a good drawing account against 15% commission and get a number of accounts to start. No floaters or high pressure salesmen wanted. A good steady reliable family man preferred. Send complete details and a recent snapshot to Earl Harper, WNOR, Norfolk, Virginia.

Announcers

Announcer-disc jockey, strong on morning show and capable of usual staff assignments on 1000 watt network station. Better than average wages, talent. Midwest location. Send letter of qualifications, and audition to Box 778J, BROADCASTING.

Sportscaster-announcer. Reliable 1000 watt midwest station has opening for experienced staff man capable of doing strong sportscasts and handling other sports assignments. Good salary, plus talent. Send platter and photo, state experience and salary expected in first letter. Box 793J, BROADCASTING.

Morning man. If you are running a successful morning show and have something new and different to offer, there's a great opportunity awaiting you on a 50 kw metropolitan station. The man we employ will have a good rating story, a sense of humor, plenty of "sell" and "zing." If he sings or plays a musical instrument, that's a plus that will count in his favor. Send full details to Box 917J, BROADCASTING.

Mature announcer with superior voice and technique wanted by network station in important Texas resort city. Box 927J, BROADCASTING.

Help Wanted (Cont'd)

Announcer for midwest AM-TV operation. Must have at least three years experience. Send disc and letter with qualifications and references to Box 947J, BROADCASTING.

Wanted—Combination announcer-engineer. First phone. Opening June 15th. Announcing experience not necessary but preferred. Good pay. Pleasant working conditions. Established Mutual affiliate. Jerry Hamm, Mgr., KANE, New Iberia, La.

Announcer with first class license wanted by KMVI, Wailuku, Hawaii. Send full details first letter.

Announcer. Happy. Aggressive upper midwest newspaper affiliate wants experienced man with authoritative news style. Fine community and adjacent to Ten Thousand Lakes area. Send disc or tape (return guaranteed), photo, resume of experience to Program Director, KNUJ, New Ulm, Minnesota.

July opening good announcer, first ticket, experienced. Guarantee $280.00 start; furnished station apartment $35. Unexcelled fishing, elk hunting. Rush disc, photo, history. KPRK, Livingston, Montana.

Wanted—Experienced announcer with first class ticket. 250 watt Mutual station. Start $60. Excellent working conditions. Vacation with pay. No split shift. Give complete story first letter with photo. Earl Dougherty, KXEO, Mexico, Mo.

Announcer, single. News, adroit DJ, impersonations. Build as local personality. Write WAND, Canton, Ohio.

We want an experienced announcer-engineer. What do you want? Contact WBIP, Booneville, Miss.

Two fully experienced all-round announcers with some sales ability preferred, 25 to 30 years old, good starting salary and permanent to qualified men. Personal audition and interview only. Openings June 1. WDBC, Escanaba, Michigan.

Wanted: Announcer-engineer, emphasis on announcing. Experience desired but not necessary. Rush disc, full particulars in 1st letter. WDEC, Americus, Georgia.

Immediate opening announcer-engineer. Must be able to read news, take heavy commercial schedule, etc. Start $70.20, increase to $72.80 in 3 months if satisfactory. 48 hour week. WLET, Toccoa, Georgia.

Announcer-engineer. Good working conditions. Opportunity of promotion to chief engineer. Send disc, qualification and salary requirements. WMLT, Dublin, Ga.

Immediate opening combination man. Emphasis on announcing. $60.00. WPUV, Pulaski, Virginia.

Combination man needed for Florida resort town independent. $50 for 40 hour week starting; raise in 6 months. Send disc and details to WSBB, New Smyrna Beach, Florida.

Wanted: Combination man for easy operation at 1 kw daytimer. Pay above average. Must be "good citizen," prefer personal interview. WWWF, Fayette, Alabama.

Technical

Transmitter engineer for vacation relief starting June 11 through late summer and possibly fall while testing new directional. $50.00 for forty hours. Box 855J, BROADCASTING.

Wanted—Engineer; prefer engineer-announcer. Experience not essential but desirable. 250 watt middleast network affiliate. Box 860J, BROADCASTING.

Help Wanted (Cont'd)

Local Virginia network station needs first class operator immediately. No announcing. Complete details first letter. Box 875J, BROADCASTING.

Immediate opening for engineer-announcer on 5000 watt fulltime. Answer Box 919J, BROADCASTING.

Network station, large Texas market, needs engineer with sound training and stable temperament. Box 928J, BROADCASTING.

Transmitter engineer. Immediate opening. Car necessary. No studio work or announcing. $50 per 40 hour week. Box 949J, BROADCASTING.

Want a engineer, prefer single, living quarters provided, to hold position as assistant engineer, apply immediately with detailed application, Station KSFA, Nacogdoches, Texas.

Engineers with first class tickets needed now. KTSW, Mutual in Emporia, Kansas. Fifty dollars weekly to start. More if you can announce.

First class phone operator. No experience required. WCFV, Clifton Forge, Virginia.

June 4 opening for engineer. No experience necessary. Located in fisherman's paradise. Wire Chief Engineer, WCRK, Morristown, Tennessee.

Engineer with 1st class ticket wanted immediately by progressive 250 watt station. No better working conditions anywhere. Must be able to take short announcing shifts. Can pay $55.00 weekly or open. Phone or wire collect. Radio Station WFUN, Huntsville, Alabama.

Chief engineer for 1000 watt directional installation near New York City. Immediate need. General Manager, WGSM, Huntington, N. Y.

Wanted: Single man with first class ticket who wants to learn announcing under experienced teacher. $50.60 for 44 hour week, transportation paid to WHBS, Huntsville, Ala., E. H. Keown.

Experienced first phone operator for six weeks vacation schedule starting July 1st. Five day, 40 hour week. Car essential. Contact Chief Engineer, WIBM, Jackson, Michigan.

First class engineer. 8 weeks summer relief starting June 17 in Vacationland. Operate controls. Write John Quill, Chief Engineer, WJOY, Burlington, Vermont.

Wanted, engineer for transmitter. 1.40 per hour, time and a half over 40 hours, normal five day week. WKPT, Kingsport, Tennessee.

Wanted. Operator or operators with first class ticket. No experience necessary. Day work. 40 hour week. WPKY, Princeton, Kentucky.

Engineer wanted, 1st class license, experience not necessary. WREL, Lexington, Virginia.

Production-Programming, others

Top salary for woman continuity director. Forward disc, photo, particulars. 678J, BROADCASTING.

AM-TV station in midwest needs continuity writer capable of working into production. Send references and sample copy at once to Box 946J, BROADCASTING.

Immediate opening for commercial copywriter and local news editor. Woman or man. G. I. training available for veteran. Air mail experience, personal qualifications, and references to KFRD, Rosenberg, Texas.

Help Wanted (Cont'd)

Experienced program director. Top salary for right man. Must be thoroughly experienced all phases of programming. Capable of handling personnel. Send full details, salary expected. Radio Station KWWL, Waterloo, Iowa.

Wanted: Commercial continuity writer. Handle volume of work. WOPA, Oak Park, Illinois.

Situations Wanted

Managerial

21 years in radio. Presently assistant manager successful southern independent. Ready to step into general manager's position. Formerly program director three stations. Familiar all phases station operation. Present employer will recommend as will former employers. Family man, forty years old. Desires position general manager station in rural area. Box 832J, BROADCASTING.

Manager—Young man national reputation success radio-TV industry. Tried traveling, want to settle good community. Seldom does station have opportunity obtain services such outstanding producer. Presently employed at $15,000. If you want highest program ratings, increased sales, will pay above average salary for top man, write-wire Box 895J, BROADCASTING.

Manager—sales manager, 20 years complete radio management, sales, advertising and program experience. Mature, responsible, dependable, community minded with past record of increased profits. National agency contacts. Family man, college graduate, desires manager position in middle Atlantic or midwest area. Box 945J, BROADCASTING.

Salesmen

Primarily interested in investment opportunity with sales or sales-announcer job leading to sales-manager. Family, 31. Experienced, excellent background. Box 830J, BROADCASTING.

Sales manager, known coast-to-coast as outstanding salesman, program specialist. Unusual man for unusual opportunity. Presently employed high salary traveling. Want to settle in good town. Only top offers considered. Box 867J, BROADCASTING.

Wanted, opportunity in sales, promotion, programming. Competitive radio-TV market. Western states. By creative, livewire theater showman. Box 923J, BROADCASTING.

Announcers

Sportscaster, 5 years experience, married, family, draft exempt. Employed sports director midwest 5 kw currently dropping sports programming. Air check tapes baseball, football, basketball. Box 577J, BROADCASTING.

Experienced announcer, single, veteran, 25. Two years experience all phases. All replies answered promptly. Tape air check available. Box 666J, BROADCASTING.

Announcer, experienced all phases, college grad., veteran, 23, single, operate control board. Disc and photo. Box 733J, BROADCASTING.

Newscaster-editor. Wide experience in radio news as reporter, editor and newscaster. Excellent references and disc available. Box 766J, BROADCASTING.

Announcer-newscaster. Ambitious announcer with excellent voice. Can operate control board and turntable. Single. Draft exempt. Honest, reliable. Best references. Box 827J, BROADCASTING.

Morning man, 8 years experience. Highest ratings commercially successful. Presently employed, family man. Not "run of the mill"—unusual features. Strong family appeal. $75 minimum, personal interview only. Box 837J, BROADCASTING.

Experienced staff announcer. College graduate. Capable. Conscientious radio major. Operates console. Veteran. Young. Prefer east or south. Box 851J, BROADCASTING

Situations Wanted (Cont'd)

Announcer: Veteran, married, specialty news, five years experience. Presently employed. Minimum $75 weekly. Box 974J, BROADCASTING.

I want to broadcast baseball play-by-play. Experienced, draft exempt, college graduate. Will travel. Box 908J, BROADCASTING.

Announcer: Young, single, college radio education, looking for small station in which to gain experience, will travel anywhere. Box 900J, BROADCASTING.

Excellent staff announcer, experienced, service exempt. Graduate top announcing school. Available immediately. Box 901J, BROADCASTING.

Announcer-writer: Creative. Commercial continuity, shows. Strong on news, interviews. Prefer east or southeast. Five years experience. Available one month. Box 903J, BROADCASTING.

Is there a job in Dallas for a man who loves the great southwest? A capable man with plenty of experience and good background. Family man and veteran. Worked in major network and independent operations. Personality disc shows, play-by-play and sports commentary. One year New York TV. College graduate, hard worker. Not just announcer, but on-the-air salesman. Presently employed top network affiliate in major eastern market. A easterner wants to come home. Will fly to Dallas or Ft. Worth for interview or good offer. Box 905J, BROADCASTING.

Newscaster, six years experience, 31, married, college. Delivers solid, mature commercial. Seeks permanent position with established station. Presently employed. Box 907J, BROADCASTING.

Experienced sportscaster, newsman, announcer. Two years both newspaper and radio news experience. Can write and edit news. Read in authoritative style. Desire position as sports director where I can broadcast baseball, football, basketball. One year staff experience and one year play-by-play experience. Draft exempt, college graduate. Will travel. Box 909J, BROADCASTING.

DJ-former entertainer desires position with progressive station. Clean living habits, 26, single, draft proof. Specializes in folk music also live talent. Knows studio equipment. Box 910J, BROADCASTING.

Announcer-control board. Limited experience. Heavy on news and commercials. Prefer east coast. Draft exempt, married. Disc available. Box 912J, BROADCASTING.

Experienced all phases including PD large market. Sports, staff, DJ, married. Exempt. Permanent. Short notice. Box 914J, BROADCASTING.

Announcer-hillbilly DJ, news, commercials, musical knowledge. Know and like hillbillies. Looking for right permanent spot. No "stuffed shirt" station. Details and transcription on request. Available around June 20. Box 915J, BROADCASTING.

Now read this—If you are a progressive station sincerely interested in raising the rating of any time slot, or in interesting new accounts. My comic disc show has enjoyed 8 successful years both in sponsorship and rating. Have a first class ticket, and run my own controls. Married, exempt, employed. Please contact me if you are ready to present a bright, witty and freshly different local show in your market. Box 916J, BROADCASTING.

Here's a switch! Experienced college grad newscaster with top Hooper rated show on 5 kw wants to return to his first love, sportscasting. No gadabout. Married, with family. No preference in size of station or community. Prefer warm climate. Box 920J, BROADCASTING.

Announcer-program director desires job in Connecticut, either capacity. Ten years experience. Box 925J, BROADCASTING.

Absolutely thoroughly experienced mature announcer available. News, morning show, staff. Box 930J, BROADCASTING.

Announcer, colored, excellent voice, promotional ideas, disc on request. Box 932J, BROADCASTING.

Situations Wanted (Cont'd)

Experienced staff announcer. 4 years in radio. Looking for spot in east. Strong on commercials, news and DJ. Draft exempt. Box 934J, BROADCASTING.

Sportscaster, radio, TV major league baseball, football, basketball. Draft exempt. Box 935J, BROADCASTING.

Announcer, 29, married, draft exempt. DJ ideas from polkas to pops. Can do all phases. Prefer midwest or south. Box 936J, BROADCASTING.

1 year staff experience with NBC 5000 watt affiliate, 4 years liberal college education with preparatory radio writing, announcing, producing and college station work. Varied radio experience from reading funnies in dialect to special disc shows. Can work console, 25, single, willing to travel. Box 941J, BROADCASTING.

Nine years sports, news, deejay. Capable of programming progressive station. Desire permanent location. Family man, 29 years old, draft exempt, excellent references. Bob Elliot, 5641 Gay St., Toledo, Ohio. KL 1708.

Technical

Girl holder of 1st class ticket wants job that pays. Box 902J, BROADCASTING.

Wisconsin stations, chief engineering vacancy can be filled by engineer now in responsibility in large AM-FM station in another state. Please originate correspondence. Box 906J, BROADCASTING.

Engineer, first phone, married, draft exempt. Experienced transmitter, studio, remote and all types of recording equipment operation and maintenance. Available immediately for any station within reasonable distance of New York City. Box 921J, BROADCASTING.

Announcer, chief engineer, 5 years experience, Texas. Box 922J, BROADCASTING.

Engineer-operator. Construction experience. Prefer eastern states. Box 929J, BROADCASTING.

Holder first phone, inexperienced, 44, wants technical position in northwest preferably. Box 931J, BROADCASTING.

Northeast-midwest: Licensed engineer, six years experience, exempt, without car. $55 minimum. Permanent. Box 933J, BROADCASTING.

Combo. First phone. 6 months experience DJ, news, staff. Employed California. Vet, 23. Prefer east or south. $70.00. Radio school. Box 937J, BROADCASTING.

Production-Programming, others

Program director. Stations east or nearby invited to request full presentation including report from previous manager who was recently first of our better people to voluntarily move on. Over five years. Two stations. Net and independent. Both large markets. Plenty of air work. Young man known for watching program sales not clock. Address Box 950J, BROADCASTING.

Whoa! Looking for an attractive personality who wants to learn radio from the bottom rung of the ladder? A guy who'll do things your way? (Draft 4-A). Disc and photo. Box 846J, BROADCASTING.

Program director, one of America's outstanding stations may need one of nation's outstanding creators of radio-TV programs. Strong on creation, saleable shows as hundreds of stations will testify. Young, tired traveling, want to settle permanently. Presently employed high salary. If you have top offer for top man, write-wire Box 897J, BROADCASTING.

Newscaster-editor. Four years experience, including 2½ years air work. Currently employed network newsroom. Seek return to broadcasting. College journalism degree. Draft exempt. Box 899J, BROADCASTING.

Copy, publicity, promotion writer, 8 years print experience, anxious enter radio, TV commercial or continuity writing. Announce also. Anywhere, 30. Box 685J, BROADCASTING.

Program director. Experienced. Outstanding background. Success story. References. Immediate availability. $400. Box 926J, BROADCASTING.

Young lady, 26, presently radio employed, would like to make a change to utilize foreign, newsreel and commercial radio background. Also experienced as traffic and continuity director. Michigan-Ohio-Illinois area preferred. Box 942J, BROADCASTING.

Situations Wanted (Cont'd)

Program director—7 years in radio, presently employed. Minimum salary, $4500 annually. Midwest or south. Box 943J, BROADCASTING.

Former manager-program director-announcer wants any combination of the three. Eight years experience with aggressive independents in major market. Prefers east. Veteran, college, available now. Box 948J, BROADCASTING.

Continuity writer. 1 year continuity director WAJC, Indianapolis. B. S. Radio. Know commercial radio. Reliable. Charles R. Reinbold, 1025½ So. Harrison Street, Shelbyville, Ind.

Program director-manager of two radio stations. Experienced in all phases of broadcasting. Writer, director and promotion for major networks. Program director, manager, announcer, writer for local stations. Writer-director for television. Never fired. Present employer will recommend highly. Wish program directorship of substantial station with future. Draft exempt. Robert Williams, 1445 N. Minneapolis, Wichita, Kansas.

For Sale

Stations

Northeast—Well established kilowatt daytimer. Only station large diversified market. Operating profitably now. Substantial future potential. $67,500. Principals only. Box 939J, BROADCASTING.

Equipment etc.

GE 3 kw FM transmitter and monitor. Box 107J, BROADCASTING.

New and used radio towers. Immediate shipment. Also limited quantity new #10 bare copper ground wire. Available for immediate delivery 175 foot insulated self-supporting Truscon tower. Box 826J, BROADCASTING.

GE BTIB 250 watt FM transmitter and monitor. Priced for quick sale at $2850.00. Box 852J, BROADCASTING.

New uniform cross-section, guyed type vertical radiators. Sold only delivered and erected, complete with foundation. Phone, wire or write, United States Tower Co., 219 Union Trust Bldg., Petersburg, Va., Phone 3347.

Wanted to Buy

Stations

Two thoroughly experienced (heavy on sales) radio men wish purchase all-part station. Prefer southwest. Send full station-market data. Box 911J, BROADCASTING.

Wanted—Small market radio station by two aggressive operators interested in acquiring all or controling interest. All replies held strictly confidential. Box 913J, BROADCASTING.

Equipment etc.

Andrew or Clark phase monitor; 1300 feet ⅞" coax; 2-190 ft. towers. Box 853J, BROADCASTING.

Want to purchase 1 kw or 3 kw FM transmitter without accessories. Quote price first letter. L. Riddle, Chief Engineer, WDSU, 520 Royal Street, New Orleans.

Wanted immediately, lowest price on eight bay side mounting FM antenna and 700 feet inch and five eighths Andrew or Communication Products coax. Wire collect Gene Hill, Gen. Manager, WORZ, Orlando, Florida.

Help Wanted

Salesmen

WANTED
SALES EXECUTIVE

If you want to advance your earnings and qualify for management and ownership, this offers that opportunity. For the right man earnings in the immediate future can exceed $1,000 per month. Write us! Replies confidential. Box 940J, BROADCASTING.

(Continued on next page)

EXPERIENCED BROADCASTERS NOW AVAILABLE

DICK MITCHELL: Announcer-Newscaster-Sportscaster. Collector of Irreplaceable records. Prefers Radio work in West or Southwest. **Strong on** Play-by-Play; DJ and Board Work; Commercial and News Announcing.

JAY LE GRAND: Announcer-Newscaster-Sales-writer. Creator of: "Hoboes Heaven;" "Music From the Cinema-Sports Interviews." Formerly speech major at NYU. **Strong on** DJ and Boardwork; Script and continuity and Sales.

BARBARA BARNES: Commentator-Actress-Continuity Writer. Another Good Girl Friday for any P.D. **Strong on** Announcing and DJ and Board Work; Special features and Women's Programs.

MAX YAGER: TV Special Events-News Documentaries TV Programming and Film work. Formerly: Vaudeville and M. C. **Strong on** TV Sales, Camera and Directing.

EARL ALLEN: Announcer-News and Sportscaster-Editor. Formerly Newspaper Reporter. **Strong on** Play-by-play Newscasting; DJ and Boardwork; continuity and editing.

WARREN SLATER: TV Specialist. News, sports and special events. Newsreel Director. Formerly: AFRS Newscaster and Publicity and Promotion Director J. Walter Thompson. **Strong on** TV and Radio Production and Sales.

Write or Wire

SRT
SCHOOL OF RADIO TECHNIQUE
RKO Bldg. Radio City, N.Y. 20, N.Y.
Circle 7-0193

SRT men and women are employed in broadcasting stations all over the United States.

Situations Wanted

STATION OWNERS ATTENTION

Fifteen years in radio. Manager three stations. Program director; sports, special events and news. Out of radio one year in allied field. Efficiently manage small station on small payroll. Nothing considered except in deep south, southeast, southwest. Highest trade recommendations. Now employed, available two weeks to a month. Straight salary or salary bonus proposition.

BOX 779J, BROADCASTING

For Sale

Equipment, etc.

5 kw AM Western Electric transmitter in good operating condition. Model 355-E-1. Good stock spare parts and tubes with WE model 1-C frequency meter and RCA 96A modulation monitor. Available about Sept. 1 at west coast station. Send us an offer to Box 904J, BROADCASTING.

Schools

ONE OF THE NATIONS OUTSTANDING RADIO SCHOOLS

Only six short months for your First Class License, just 52 weeks for you to become a highly skilled Combination Announcer - Operator. Includes announcing, writing, selling, drama, news editing, production, programming, disc jockey.

100% placement of Combination men. Veteran Approved; Housing Arranged. Write for free catalogue.

NORTHWEST BROADCASTING SCHOOL

521 S. W. 12th • PORTLAND, OREGON

Schools (cont'd)

LELAND POWERS
SCHOOL OF
RADIO and THEATRE

Comprehensive 2-year course in Radio, Television and Theatre

ANNOUNCING	THEATRE
NEWSCASTING	TELEVISION
ADVERTISING	ACTING
SCRIPT WRITING	MAKE-UP
RADIO MUSIC	VOICE
PRODUCTION	DICTION

STATION ROUTINE

F. Russell Gilbert—Radio Director
Dwight A. Meade—Television Director
Keinert Wolff—Theatre Director

Write for Catalog

25 Evans Way, Boston 15, Mass.

All Accounts

(Continued from page 12)

several national, regional and local accounts.

Perhaps Mr. Mitchell's greatest source of pride is the coveted MacWilkins Award, which the Oregon Advertising Club presented to one of his clients, the Benjamin Franklin Federal Savings & Loan Assn., for "the best campaign in Oregon in its budget classification."

Credits Radio

He likes to point out that much of the campaign's success was attributable to radio, into which the firm pours one-third of its appropriation. The loan company uses the *Bob Hazen Show* six days a week on a leading West Coast network station and heavy spot saturations frequently.

Mr. and Mrs. Mitchell have made their home in Portland since 1940 and have two children, both of preschool age. In his spare time "Mitch" likes to tinker with radios, dabble in photography and raise tuberous begonias.

RAYTHEON Mfg. Co., Waltham, Mass. reports profit of $1,797,000 after taxes on sales of $64,000,000 in nine-month period ended Feb. 28.

Feature of Week

(Continued from page 10)

gram, Mr. Roffman gives liberal credit to Don Perazzo, veteran KBON announcer, who emcees the show, and to Dick Low, script writer, whom he has given a free hand.

"We have used other media, but only radio has brought concrete results . . . and for lower rates than we paid for newspaper advertising.

"Our sales have consistently and continuously gone up, despite the competition of three national chain supermarkets and seven independent grocery stores within a four-block radius of Roffman's."

Mr. Roffman today can flaunt his balance sheet in the face of his doubters of three years ago, and that last laugh is certainly a hearty one.

WKNK Agreement

A SETTLEMENT agreement under which WKNK Muskegon, Mich., agreed in April to abstain from restraining employes' rights involving IBEW Local 1295 was approved last Thursday by the National Labor Relations Board. The agreement was signed by Nicholas Kuris, WKNK president, April 26 and provided for entry of a consent order by the board and consent decree "by any appropriate U. S. Court of Appeals." WKNK, an MBS affiliate, is licensed for 5 kw day and 1 kw directional night on 1600 kc.

WJPG To 1440 kc

WJPG Green Bay, Wis., has moved to 1440 kc as a fulltime outlet. Since 1947, when the station took the air, WJPG has been a daytime only station on 810 kc. Most of the additional airtime is devoted to broadcast of the Bluejay baseball games, sponsored by the Sinclair Refining Co. and its dealers, station officials report. The FM affiliate continues as an auxiliary nighttime service. WJPG AM-FM are owned by the Green Bay Newspaper Co., which publishes the *Press-Gazette*.

BOYS RANCH
WWPF Tapes for 20 Outlets

L. C. "Mac" McCall, general manager of WWPF Palatka, Fla., covered ground-breaking ceremonies at a nearby boys ranch for some 20 Florida stations May 22.

The ranch, "Rainbow Ranch for Boys," on the St. Johns River, was donated by a singing evangelist and his partner. Since the ranch is of state-wide interest, WWPF agreed to tape record the ceremonies and forward 15-minute and half-hour tapes of the main address.

Arriving at the scene, Mr. McCall found it necessary to string more than 2,000 feet of wire to reach the nearest electrical outlet. WWPF commented that it was fortunate that Dolph Chamberlain, general manager, WGGG Gainesville, was on hand to help with the recording.

After the address, Mr. McCall returned to WWPF and began the task of editing and reproducing the necessary number of tapes. Aided by three engineer-announcers, he reproduced the required number and dispatched them by car, air mail and special messenger all over Florida.

$300,000 Damage Suit

A $300,000 damage suit has been filed by Don (Red) Barry, cowboy star, in Los Angeles Federal Court, against CBS and Whitehall Pharmacal Co. charging unauthorized use of his name and damage to his professional standing. The suit claims that in a broadcast of the *Mr. Keen* program Dec. 7, 1950, a murder suspect was identified as Don Barry. He further charges the character was represented as being an outstanding and well known film personality as well as red-haired.

MARTIN BLOCK, New York disc m.c., to portray himself in Monogram film, "Disc Jockey," now in production. About 25 nationally known disc m.c.'s will be seen in the motion picture.

NEW CHICAGO ADDRESS
and
NEW TELEPHONE NUMBER
for
BLACKBURN-HAMILTON COMPANY
TRIBUNE TOWER
DELAWARE 7-2755 and DELAWARE 7-2756

Negotiations • Financing • Appraisals
NEWSPAPER AND RADIO STATION BROKERS
A National Organization to Serve You

BLACKBURN-HAMILTON COMPANY

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn	Harold R. Murphy	Ray V. Hamilton
Washington Bldg.	Tribune Tower	235 Montgomery St.
Sterling 4341-2	Delaware 7-2755-6	Exbrook 2-5672

STATION WANTED

Station owners, interested in expanding to another market, will consider local as well as power stations, either Network affiliates or Independents. Location immaterial.

Excellent financial ability and references. All replies held in strictest confidence. Interested in direct purchase—no brokers. Indicate price and location. All replies acknowledged promptly with requests for full details if interested.

BOX 775J, BROADCASTING

Respects

(Continued from page 50)

is one of the most important sales techniques. You must know your client's problems. An unprepared sales talk never should be made. You *must* present your client's picture at the same time you present your own."

This is said with an ease that is infectious, wafting the visitor into a world where business proceeds on an air-foam level, with now and then a timely pause to smell the flowers.

"Radio," he continues, gently interrupting the noisy passage below of a heavy truck, "is the most potent force for educating the public in an inoffensive way that exists today.

"Television?" he goes on, anticipating the question. "Well, what can we really know about it until the whole country is covered? Even then there probably will be many hamlets and countrysides which only radio can reach. Right now, it's a mystery.

"And in any event, there's room in the advertising world for all types of media."

Rate Cut Stand

Recent network rate cuts do not disturb him. "They're just getting around to doing what we did a long time ago," he says, pointing out that WINS nighttime rates have been only half as much as daytime rates since 1946. "WINS rates have always been realistic," he adds.

If the question of the independent station's future comes up, Mr. Losee seems almost ready to hum a little tune. "For independent stations offering programming of good music, news and sports," he says, "we feel that there will always be an audience."

"In this connection," he continues, "we have just completed an arrangement with the *New York Herald Tribune* for hourly newscasts by a direct line to our newsroom.

"In the past, WINS was the first station to carry all baseball games, both at home and away, on a live basis directly from the ball park. We feel that listeners want sports, particularly baseball; and we give them as much as we can. Our exclusive broadcasts for many years of the New York Yankees has given us top ratings in this respect," Mr. Losee says.

Opportunities within Crosley Broadcasting, both in radio and television, are "expanding and practically unlimited," he continues, it being station policy to hire personnel with experience, and "the success of WINS has been greatly enhanced by all personnel at the station."

"The station *has* had success," he points out. "Since Crosley Broadcasting took over WINS, the billings have doubled."

Mr. Losee has a twin brother, Tom, who is an account executive with McCann-Erickson, New York, for whom he handles, among others, the Westinghouse account [BROADCASTING • TELECASTING, Feb. 13, 1950]. Although confusion of their indentities has been a problem, particularly in the business world, Mr. Losee recalls that it was very convenient to have his brother sitting in for him at Duke U. classes when he drove to Sweetbriar to see Virginia Clowes See, now Mrs. Losee.

Two Children

Married in 1933, their family now includes Wilmot Jr., 15, and Steven, 13, both of whom attend Garden City High School. Bill, the older, wants to be a lawyer. "The younger one's ambition," the father says with a smile, "apparently is directed toward seeing that his brother has enough problems to keep him busy."

Mention of "problems" recalls the advertising business, which Mr. Losee calls "the motivating force behind the development of this whole country." It is "the keenest, most imaginative and industrious group in the world," he says.

Interested in Long Island civic and church affairs, in which he has served as a Boy Scout cubmaster and on the Men's Committee of the St. George Episcopal Church, Mr. Losee also likes tennis, golf and particularly the sea. As a member of the Atlantic Beach Club, only a 20-minute drive from his home, he swims frequently. In Manhattan, he belongs to the Radio Executives Club and the Sales Executives Club.

"But," a friend who has dropped in says at this point, "what he really likes is selling. When he does that, he's living."

The WINS manager smiles a confirmation of this. Then takes another happy look at the outside world that his air-foam-type selling has helped to build.

turn to page 6

KWIK

CBA CONVENTION

Set June 8-10, Seton Hall

SISTER M. LORENZ, RSM, will be a featured speaker at the Catholic Broadcasters Assn. convention at Seton Hall U., South Orange, N. J., June 8-10.

Sister Lorenz, of Mt. Mercy College, Cedar Rapids, Iowa, chairman of the association's schools committee, will describe new growth in the radio and television activities of more than 3,000 Catholic high schools. Also to be discussed is how to plan "your first" Catholic radio or TV broadcast.

ARRANGEMENTS for company's first use of radio since 1947 are completed with WFEA Manchester, N. H. L to r (seated), John D. Orr, adv. mgr., and S. F. McCallister, v. p., gen. mgr., Manchester Gas Co.; Warren H. Journey, WFEA gen. mgr.; (standing) Albert Auclair, WFEA acct exec.; Gerry Kearney, m.c., and Saul Gross, coml. mgr.

CONTRACT for *Sports Roundup* on WTAG Worcester, Mass., is signed by William J. Massey (seated), adv. mgr., Hampden Brewing Co. Looking on are (l to r) Pen Brown, sportscaster; Bob Foster, Paul H. Raymer Co., Boston; George W. Smith, Hampden dist. mgr.; Bob Brown, WTAG coml. mgr.

SPONSORSHIP of Buffalos baseball broadcasts on KTHT Houston for second straight year by Ford Dealers Assn. brought together (l to r) Allen Russell, Buffs pres.; Bill Bennett, KTHT gen. mgr.; Loel Passe, sports editor-announcer, and Eric Williamson, Ford Motor Co. dist. mgr.

LUCKY LAGER, armed with $50,000 budget, signs again with KYA San Francisco for 1951 major league baseball broadcasts. (l to r) Ken Hildebrandt, KYA acct. exec.; Burton Granicher, radio-TV dir., McCann-Erickson, and H. G. (Jock) Fearnhead, KYA gen. mgr.

BURWELL Motors buys *Game of the Day* on WJHP Jacksonville. Present (l to r, seated) Arman Reinke, WJHP acct. exec., and John Deihl, Burwell; standing, Milford Reynolds, WJHP gen. mgr.; Charles Godwin, MBS; Roy Roane, Burwell; Frank White, Mutual pres.

NIGHTLY *Pioneers in Careers* over WROK Rockford, Ill., for Negroes is assured with sponsorship by Pioneer Life Insurance Co. Completing details are (l to r): seated, S. M. Hof and R. W. Nauert, insurance firm; standing, L. A. Palmer, Pioneer; Paul Collins, WROK acct. exec.; D. T. Lund, Pioneer; Don Bowton, announcer.

NATIONAL WEATHER

LBS Carries Official Show

AN ESTIMATED 150 Liberty Broadcasting System stations in 33 states are now carrying *National Weather Summary*, official program of the U. S. Weather Bureau in the nation's capital.

LBS began carrying the national weather report last October. For about two years, Continental FM Network aired the program. It is now being programmed on four Continental stations.

Guiding light behind the feature is James C. Fidler, head of the Broadcast Television Unit of the Weather Bureau. Mr. Fidler, who has been talking about weather over the radio for several years, set up the unit. What makes the program different is that the listener is given an up-to-the-minute word-picture of the entire national weather situation.

Through coded radar reports from some 400 weather bureau stations throughout the nation, received hourly on an around-the-clock schedule, Mr. Fidler can keep abreast of developments. And for any unusual happenings, he receives up-to-the-minute flashes. The information is given in non-technical language. No attempt is made to forecast.

The national summary is open at the end for the station announcer to give the community forecast obtained from the local weather bureau and to accommodate local sponsorship.

George Campbell (l), manager of the LBS Washington news bureau, gets some "hot" news about the weather from Mr. Fidler.

* * *

Mr. Fidler and his staff also have done some television work, featuring "chalk" talks about the weather, which he describes as "a natural" for TV. He pointed out that "the show is available to any TV network interested."

RTDG Nominees

NAT WOLFE and Don Bernard, Hollywood freelance directors, have been nominated for president of Radio & Television Directors Guild, Los Angeles, by a guild nominating committee. Nominated to other offices were Elliott Lewis, Harfield Weedin, vice president; Axel Gruenberg, David Vaile, secretary; Darryl McAllister, Charles Buck, treasurer. In addition six members were nominated to the national board: Gordon Hughes, current president; John Guedel, Hobart Donavan, Jack Lyman, Lucian Davies, George Fogle. Elections will be held at the next guild meeting, about June 18.

INTER-MEDIA

Joint Meeting at Toronto

JOINT MEETING of the board of directors, Canadian Assn. of Broadcasters, and a committee of the Canadian Daily Newspapers Assn. will meet at the Royal York Hotel, Toronto, June 18 to discuss figures and methods used in CAB's recently - issued "The Inter-Media Story" showing radio costs in Canada far below those of newspapers [BROADCASTING • TELECASTING, May 28].

CAB board also hopes that it will be able to discuss at this meeting findings of the Royal Commission on Arts, Letters and Sciences, which will make recommendations to the Canadian government on the future policy for broadcasting and television in Canada. Latest reports point to the Royal Commission report being released early in June or June 15 at the latest. Findings in CAB's "The Inter-Media Story" have caused considerable repercussions in Canadian broadcasting, especially where newspaper-owned stations are concerned.

LATIN AMERICA

FCC Reports Changes

CHANGES in existing stations and new operations in Latin America, reported according to provisions of the 1941 North American Regional Broadcasting Agreement, have been announced by FCC. They are:

Dominican Republic — HI8B Bella Vista, Santiago, new Class III station, has commenced operation on 610 kc with 1 kw fulltime. HI1L Santiago, Class IV outlet on 1230 kc with 250 w fulltime, has moved to La Vega.

Mexico — XEAR Monterrey, Nueva Leon, Class IV on 1450 kc, has changed to Class III-B outlet on 1480 kc with 1 kw day, 500 w night. XEJM Monterrey, new Class IV, is to begin operation about Nov. 25 on 1450 kc with 250 w fulltime. XEJO Monterrey, new Class III, about Sept. 1 is to commence on 1150 kc with 1 kw daytime. XEOB Torreon, Coahuila, Class IV on 1490 kc fulltime, has increase power from 100 w to 250 w.

'TEST THEATRE'

Schwerin Opens in N. Y.

SCHWERIN RESEARCH Corp. has opened its "Test Theatre" in New York, said to be the first of its kind, for testing and analysis of TV and radio programs, industrial films and documentary movies.

A large 4x6 foot "mock-up" TV screen has been installed with altered lighting so that panelists can read numbered boxes on reaction sheets and check them off while the test is in progress. To preserve verbatim comments during test sessions, special recording apparatus has been set up. The theatre will accommodate a maximum of 435 people. Over 40 clients have been served through the Schwerin testing process, the company reported.

Catholic Commission

THE 22 Catholic colleges of New England have voted to establish a radio commission in that region to coordinate broadcasting activities. Aim of the commission is to extend college radio activity beyond the campus station to a fuller utilization of the local radio outlet. William J. Sullivan, of Stonehill College, North Easton, Mass., and a staff member of WALE Fall River, Mass., was elected chairman.

Ryan to Speak

WILLIAM B. RYAN, president of Broadcast Advertising Bureau Inc., will be the speaker at a special luncheon meeting of the Southern California Broadcasters Assn. to be held at Hollywood's Roosevelt Hotel June 26. On his western trip from New York, he also will address delegates of the Advertising Assn. of the West at its convention in Denver on June 18 and San Francisco Ad Club members June 20.

BOOKS DECLINE

Must Defer to Newer Media

BOOKS must give way to newer media, including radio and television, when it comes to communicating the fast-flowing surface of daily developments, the Committee on Reading Development of the American Book Publishers Council reports, after considering the "serious book" in relation to contemporary society.

Observing that "the book may still be the best medium for providing . . . perspective-giving function for the modern man," the report says:

The future may find publishers dealing with electronic developments which will render the book as we know it obsolete for some purposes. It may be that moving symbols on film are more effective than the static symbols on a page for achieving the aims which current publications hope to reach; the publisher is faced with the problem of deciding what signs and channels will best bring about the kind of communications that he desires.

The Gallup organization is described as "interested in developing" a detailed and minute-by-minute survey of what the average man reads, talks about and listens to in the course of 24 hours. A similar study, the report states, is contemplated by the National Opinion Research Center, "to be done in four quarterly samples which will cover seasonal variations as well."

"A research project," the report continues, "is now in progress at the graduate school of the U. of Chicago which will compare the use of a public library by patrons who own television sets and those who do not, and the borrowing records of set owners before and after they purchased their sets."

ALOHA PHILCO

350 Dealers Enjoy Holiday

LUXURY liner SS Lurline is scheduled to be cruising the Pacific today, bringing home 350 Philco dealers from 11 western states who have just enjoyed a Hawaiian holiday.

The Dealer Celebration Cruise was "their reward for a tremendous sales achievement record climaxing a 60 day Philco Television and Radio Sales Contest."

Every Philco radio and television dealer and their distributors in the western sales area, plus those in Alaska and Hawaii, participated in what has been termed "one of the most competitive and hard-hitting sales campaigns in the history of the industry."

The 350 Philco voyagers sailed from San Francisco May 28 and are to return to Los Angeles June 8, having been scheduled to leave Honolulu yesterday (Sunday).

Going, a special telecast was beamed to the ship from KRON-TV San Francisco. Returning, KPOA Honolulu is to beam a special broadcast to the ship at sea.

G. A. Richards

(Continued from page 25)

that he was murdered. He need not have died when he did. There were so many reasons for his living. He was so anxious to see freedom vindicated in America. He wanted to live to see that day.

He had so much unfinished business. There were so many reasons for his clinging to life as he did, but against what odds. In the nature of things after his heart attack 13 years ago mental anguish, frustration and the sort of innuendos that were heaped upon him and the unjustifiable accusations that were leveled against him were more than anyone even with God's help could long bear. So with the providence of our Heavenly Father he entered into rest.

Rev. Fifield charged the radio industry and newspapers should have stood by Mr. Richards in his fight for freedom.

The California Senate adopted a resolution (S Res 159) expressing sorrow over Mr. Richards' death and lauding him as "one of America's outstanding patriots, a staunch defender of the Constitution of the United States, the Bill of Rights and an uncompromising foe of Communism." The resolution noted the FCC Legal Dept. had conducted a three-year hearing despite his outstanding record as a patriot and broadcaster "thus subjecting Mr. Richards to monumental expense and great strain on his heart and health."

The business career of Dick Richards typifies the success that often comes to young men who have started to earn a living at a tender age and have moved steadily into business eminence.

Born in 1889

Born in Crete, Ill., March 19, 1889, he went to work as a boy. By 1911 he had become a salesman for Firestone Tire & Rubber Co. His sales record drew wide attention and he soon became one of the country's leading tire salesmen. In the process he developed the Detroit Firestone dealership into the nation's largest.

By 1921 Mr. Richards was operating Cunningham-Richards Co., auto dealer, later setting up Richards-Oakland Co. which became the leading Oakland-Pontiac agency.

His interest in radio grew out of advertising on Detroit stations. Results were excellent and his commercials, using Chief Pontiac and Goodwill Oakland as characters, were among the first carried by Detroit broadcasters.

The commercials were carried on WJR, sharing time with WCX. Owner of WJR was Jewett Radio & Phonograph Co., from which its call letters came. Business wasn't good and Jewett decided late in 1926 to get out of radio. Mr. Richards rescued the station from bankruptcy and in a reasonably short time had turned it into a black-ink operation, operating full-time.

Here he developed his policy for public service programming and improved facilities. By September 1935 the station had grown to 50 kw with a CBS affiliation. Its corporate name still carries the "goodwill" theme, being WJR The Goodwill Station Inc.

Deeply interested in radio, he saw the need for a third fulltime station in Cleveland. This was arranged by purchase of two 500 w stations—WCSO Springfield and WFJC Akron. The merged facilities were granted permission to move to Cleveland with the call letters WGAR representing the new president's initials.

After lengthy applications, hearings and motions, WGAR finally acquired 5 kw fulltime in 1944, later increased to 50 kw fulltime.

Takes Over KMPC

In the mid '30s Mr. Richards' health required that he spend considerable time in California. He acquired an option on KNX but relinquished this to CBS and in 1936 took an option on KMPC, 500 w daytime outlet. He took over full control in June 1937.

First action was to throw out nearly two-thirds of KMPC's advertising accounts because he considered the merchandise objectionable. He gave the station the name "Station of the Stars" and set out to make it "the West's greatest independent." By 1942 KMPC was operating on 10 kw and in 1944 had moved into a new studio building at 5939 Sunset Blvd., on Hollywood's Radio Row. The station now operates 50 kw daytime and 10 kw night.

Mr. Richards married Frances Stevenson, of Des Moines, Feb. 22, 1922. They had met when he suffered the second serious accident in a short time as a horse backed off a 30-foot cliff. Miss Stevenson was one of the party that helped get him to a hospital.

At the wedding Mr. Rickenbacker served as best man. Mr. Rickenbacker headed the guest list at the Richards' Silver Anniversary party, along with a guest list that included such close friends as J. Edgar Hoover, Bing Crosby, Lawrence Fisher and others.

Mrs. Richards survives, along with their daughter, Rozene, who is Mrs. Sibley Moore.

In his youth Mr. Richards loved tennis and swimming, but later moved to golf as his health declined. He was an enthusiastic sports fan and built the money-losing Detroit Lions professional football team into a money maker during his ownership of the club. He is given much of the credit for professional football's rapid growth.

In his insistence on public service programming Mr. Richards felt strongly that free speech is basic in the American system. He designed a small figure, "Free Speech Mike," now the trademark of his three stations and extensively used in advertising and promotional pieces.

Charges by FCC attorneys in the three years in which the Richards stations have been undergoing hearings and investigations were deeply resented by Mr. Richards, as well as by many veteran, civic, service and business organizations.

He considered the case a test of a government bureau's power to use the license weapon to compel compliance with its ideas of fairness. The case cost him an estimated $2 million.

JOE ADAMS
REACHES ALL
NEGROES
IN LOS ANGELES
KOWL
5000 WATTS
CLEAR CHANNEL
LOS ANGELES - SANTA MONICA, CALIF.

JURISDICTION

NLRB to Hear CBS, Unions

REPRESENTATIVES of CBS, the International Brotherhood of Electrical Workers (IBEW) and the National Assn. of Broadcast Engineers and Technicians (NABET) will give testimony before a National Labor Relations Board examiner tomorrow (Tuesday) in New York in an effort to certify the unit which may vote in an upcoming election to choose union affiliation.

Both NABET and IBEW claim jurisdiction over engineers and technicians at the CBS O and O stations in New York, Chicago, Boston, St. Louis, Minneapolis, San Francisco and Hollywood. The remainder of this week may be needed to clear all relevant testimony, after which there is a possibility the NLRB examiner and union and network representatives will travel to Hollywood for a similar hearing. The West Coast situation is complicated by a conflicting claim of the International Alliance of Theatrical Stage Employes (IATSE).

The Chicago agreement was settled initially last Monday after the American Federation of Musicians (AFM) and the American Federation of Radio Artists (AFRA) withdrew from the arena. AFM, which claimed jurisdiction over tape recording operators, and AFRA, which claimed authority over sound effects men, were appeased when NABET amended its petition for certification to exclude turntable operators and sound effects personnel. The NLRB examiner hearing testimony in Chicago was Martin Lieberman. Irving Friedman, another Chicago NLRB examiner, was scheduled to conduct the New York hearings.

After testimony is gathered by the NLRB on men eligible to vote in the opinion of each labor group and management, the data will be turned over to the board in Washington. It will study the record and then hand down its decision on the unit of certification as to those eligible to take part in the vote on which union will represent them. The final decision on the unit is expected to take from two to four months after the data reaches Washington, after which a general election will be held for workers in the key CBS stations.

Both IBEW and NABET reportedly want certification for all radio and television engineers and technicians, but NABET claims IBEW members include only technicians and assistant technicians while it represents engineers as well. Included would be cameramen, boom mike operators and transmission, field, video and maintenance engineers.

CBS engineers and technicians now belong to IBEW, an AFL union. NABET recently became affiliated nationally with the CIO.

KFAB Now 24 Hours

HARRY BURKE, general manager, KFAB Omaha, announced last week that the station will operate 24 hours daily, except Sunday, beginning today (Monday). Also announced was the appointment of Harry Packard, radio veteran of 26 years service, as supervisor of all-night operations for the 50 kw station. The new segment of operation embraces the hours midnight to 5 a.m. The move was taken, it was explained, because of the many workers now employed in defense factories operating 'round-the-clock.

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Folkways

On Top Of Old Smokey

On Records: Weavers-Terry Gilkyson — Dec. 27515; George Siravo-Ray Barber—Mer. 5612; Percy Faith-Burl Ives—Col. 39328; George Cates—Coral 60436; Terrea Lea—Intro 6014; Minnie Pearl—King 590.

On Transcriptions: Billy Mills—Standard

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

FCC Actions

(Continued from page 85)

Decisions cont.:

w D. to 550 kc 1 kw D made WGAN Portland, Me.; WHYN Holyoke, Mass., and WDEV Waterbury, Vt., parties to proceeding.

WDXE Lawrenceburg, Tenn. and Lawrence County Bcstg. Co., Lawrenceburg, Tenn.—Designated for consolidated hearing in Washington re application of WDXE to change from 1370 kc 500 w D to 1230 kc 100 w unl., and Lawrence County Bcstg. Co. for new station on 1230 kc 100 w unl.

License Renewal

Following FM stations were granted renewal of licenses for regular period: KTFI-FM Twin Falls, Idaho; WNAO-FM Raleigh, N. C.; WOKZ-FM Alton, Ill.; WHAV-FM Haverhill, Mass.; WRHI-FM Rock Hill, S. C.; WTTH-FM Port Huron, Mich., WTRC-FM Elkhart, Ind.; WOL-FM Washington, D. C.; KLON Long Beach, Calif.; KOEN Oceanside, Calif.; WAER Syracuse, N. Y.; WDUQ Pittsburgh, Pa.; WGPS Greensboro, N. C.; WHHS Haverford, Pa.; WHPS High Point, N. C.; WMUB Oxford, Ohio; WNAS New Albany, N. Y.; WNOV St. Paul; WNUR Evanston, Ill.; WOSU-FM Columbus, Ohio; WOUI Athens, Ohio; WVSH Huntington, Ind.

Extensions of License

Following FM stations were granted further temporary extensions of licenses for period ending Sept. 1:

WGOV-FM Valdosta, Ga.; WFMN Alpine, N. J.; WATL-FM Atlanta; WSMB-FM New Orleans; WKID-FM Urbana, Ill.; WDET-FM Detroit; WKJG-FM Ft. Wayne, Ind.; WNDR-FM Syracuse, N. Y.; WRJN-FM Racine, Wis.; KGIA Thatcher, Ariz.; WEPS Elgin, Ill.; WBEH New Orleans.

WRJN Racine, Wis.—Granted further temporary extension of AM license to Sept. 1.

Following TV stations were granted temporary extensions of licenses for period ending Sept. 1:

WBKB Chicago; WABD New York; WRGB Schenectady; KA-3428 (Balaban & Katz Corp.) Area, Chicago; Allen B. DuMont Labs, Inc.: KCA-61 Oxford, Conn.; KE2XDN KE2XDR KA-3431, KA-3432 area New York, N. Y.; KA-4448 Pittsburgh, Pa.; KA-3433 KA-3434 Washington, D. C.; General Electric Co.: KA-2106 KA-2107 area Schenectady, N. Y.; Paramount Television Production Inc.: KM2XBB KA-3436 KA-4841 KA-4842 area, Los Angeles; Westinghouse Radio Stations, Inc.: KA-4858, Area, Boston, Mass.

Granted further temporary extensions of licenses for stations of National Broadcasting Company, for period ending Sept. 1 as follows:

AM stations: KNBC San Francisco; KOA Denver; WMAQ Chicago; WNBC New York, N. Y. and WRC Washington, D. C.

FM stations: WMAQ-FM Chicago; WNBC-FM New York; WRC-FM Washington, D. C., and WTAM-FM Cleveland, Ohio.

Remote pickup stations in Hollywood, Calif.: KA-4815; KA-4816, KA-4823, KA-5130, KA-5131, KA-5189, KA-5190, KA-5191, KA-5192, KMA-676.

Remote pickup stations in San Francisco: KA-4814, KA-4818, KA-4822, KA-5071, KA-5072, KA-5148, KA-5149, KA-5150, KA-5163, KMA-675.

Remote pickup stations in Denver: KA-4675, KA-4683, KA-4685, KA-4686, KA-5073, KA-5193, KA-5194, KA-5195, KA-5196.

Remote pickup stations in Washington, D. C.: KA-5004, KA-5174, KA-5175, KA-5176, KA-5177, KA-5469, KA-5470, KA-5471, KA-5472, KA-6514, KA-6515, KGA-844.

Remote pickup stations in Chicago: KA-4673, KA-4676, KA-4680, KA-4999, KA-5000, KA-5145, KA-5146, KA-5147, KA-5162, KSA-720.

Remote pickup stations in New York City: KA-4669, KA-4670, KA-4687, KA-4690, KA-4691, KA-4693, KA-5001, KA-5002, KA-5169, KA-5170, KA-5171, KA-5172, KEA-650.

STL station KBQ-47 Cleveland; Developmental stations K E 2 X C W, KE2XCX in New York City area.

Commercial TV stations WNBT New York and WNBW Washington, D. C., and Television Pickup stations: KA-2104 New York City area; KA-3372 KA-4832 Los Angeles area; KA-4833 KA-4834 Washington, D. C. area; KA-4835 Chicago area; KA-4836 KA-4837 KA-4838 New York City area; KA-4839 KA-4840 Cleveland, Ohio, area.

BY THE SECRETARY

Granted following renewal of licenses on regular basis to May 1, 1954: KA-2223 KA-4005 KA-4006, Area Little Rock, Ark.; KA-7617 Area Jacksonville, Fla.; KA-7966 Area Vidalia, Ga.; KA-7619 Area Bozeman, Mont.; KA-2349 KOB-314 Area Missoula, Mont.

Granted following renewal of licenses on regular basis to May 1, 1954, subject to change in frequency which may result from proceedings in Docket 6651: KA-4269 Area Ventura, Calif.; KA-8365 KIB-278 Area Sarasota, Fla.

Extended following licenses on temporary basis to Sept. 1: KA-2313, KA-4606, KA-4607-4608, KQA-755, Area Detroit, Mich.; KA-7321, KA-7322 Area West Plains, Mo.; KAB-698 West Plains, Mo.; KA-4621-4623 Area Schenectady, N. Y.; KA-2775, KA-7065 Area Cleveland, Ohio; KOA-795 Cleveland, Ohio; KA-2849 Area Deadwood, S. D.; KA-8149, Area Tacoma, Wash.

Extended following remote pickup licenses on temporary basis to Sept. 1, subject to change in frequency which may result from proceedings in Docket No. 6651: KA-4552, Area Los Angeles, Calif.; KA-4605, Area Detroit, Mich.; KA-4620, Area Schenectady, New York; KA-3407, Area Cleveland, Ohio; KA-6975, Area Mayaguez, P.R.; KA-3625, Area San Juan, P.R.

WSUI Iowa City, Iowa—Granted request for authority to sign off at 9:15 p.m., CST, through Aug. 8, 1951, due to manpower shortage.

KJCF Festus, Mo.—Granted license for AM station on 1010 kc 250 w D.

KDKD Clinton, Mo.—Granted license for AM station on 1280 kc 1 kw, D.

KMCO Conroe, Tex.—Granted license for AM station on 900 kc 500 w D DA; cond.

Scripps-Howard Radio, Inc., Cincinnati, Ohio—Granted request to cancel license and delete remote pickup KA-5567.

KHQ Spokane, Wash.—Granted CP to install new trans.

WCLO Jamesville, Wis.—Granted CP to install new trans.; cond.

KWCB Searcy, Ark.—Granted mod. CP for approval of ant. and trans. and main studio locations.

WFAA—Dallas, Tex.—Granted mod. CP for extension of completion date to 12-15-51; cond.

WANS Anderson, S. C.—Granted license for change in hours of operation and installation of DA-N on 1280 kc 1 kw unl.; cond.

Following were granted mod. CP's for extension of completion dates as shown:

WLIN-FM Merrill, Wis. to 8-18-51; WPAB Ponce, P. R. to 6-22-51; WSAP Portsmouth, Va. to 7-19-51; cond.

WHLD Niagara Falls, N. Y.—Granted license for installation of old main trans. as aux.

KYOU Greeley, Col.—Granted license for installation of new trans.

South Shore Bcstg. Co., Quincy, Mass.—Granted license for remote pickup KCB-717.

WICH Norwich, Conn.—Granted license for installation of new vertical ant. and change of trans. location; cond.

WOKW Sturgeon Bay, Wis.—Granted license for AM station on 1050 kc 250 w D and change studio location; cond.

KADA Ada, Okla.—Granted license for installation of new trans.

KTHT Houston, Tex.—Granted license for change in frequency, power, install. new trans. and DA-N night use and change trans. location.

WGEZ Beloit, Wis.—Granted CP to install new trans.

WPAD Paducah, Ky.—Granted CP to install old main trans. as an alternate main trans. on 1450 kc, 250 w.

WDOD Chattanooga, Tenn.—Granted CP to replace expired CP to install a new trans. to be used as an aux. transmitter at present location of main trans. on 1310 kc 1 kw DA-N.

KOCY Oklahoma City, Okla.—Granted CP to install old main trans. as an aux. trans. on 1340 kc 250 w.

WACL Waycross, Ga.—Granted mod. CP to change type of trans.

KA-7681 Crockett, Tex. — Granted mod. CP for extension of completion date to 8-1-51.

Star Printing Co., Miles City, Mont.—Granted CPs and licenses for remote pickups KOB-850, KA-8976.

Granted CP's for remote pickups for following: KKF-296 (Roy Hofheinz) Houston, Tex.; KKF-297 KA-8979 KA-8980 (Roy Hofheinz); KA-8975 (City of New York Municipal Bcstg. System) New York; KA-8977 (Brown County Bcstg. Co.) Brownwood, Tex.; KA-7527 (Voice of the Rockies, Inc.) Colorado Springs, Col.

WIST Charlotte, N. C.—Granted mod. CP to change trans. location, main studio location and type trans.; cond.

KBPS Portland, Ore.—Granted request to remain silent for period beginning June 2 and ending no later than Sept. 17 to observe school vacation period only.

Wharton County Bcstg. Co., Inc., El Campo, Tex.—Granted license for remote pickup KA-7352.

Twin Cities Bcstg. Corp., Minneapolis, Minn.—Same KA-8377.

WMCA, Inc., New York, N. Y.—Same KA-7278.

Earl C. Anthony, Inc., Los Angeles, Calif.—Granted mod. licenses 5 remote pickups to eliminate reference to KFI-FM, which was deleted April 19.

Ft. Morgan Bcstg. Co., Fort Morgan, Colorado—Granted CP for remote pickups KA-8969, KA-8968.

Granted CP's for new remote pickups to the following: KGB-711 (Scranton Bcstrs., Inc.) Scranton, Pa.; KA-8963 and KA-8964 (Forrest Bcstg. Co., Inc.) Hattiesburg, Miss.

WLYC Williamsport, Pa.—Granted Mod. CP to change type of trans.

WDLA Walton, N. Y.—Granted mod. CP to change type of trans. and method of feeding ant. from series to shunt fed., cond.

WFUL Fulton, Ky.—Granted mod. CP to change type of trans. and make changes in ant. system.

Following were granted mod. CP's for extension of completion dates as shown: WEXT Portsmouth, Ohio to 8-15-51, cond.; KA-7627 Arecibo, P.R. to 8-15-51; WARD-FM Johnstown, Pa. to 8-1-51; WJHL-FM Johnson City, Tenn.

Extended following licenses on temporary basis to June 1: KA-4005, 4006 KA-2223 area Little Rock, Ark.; KA-7617 Area Jacksonville, Fla.

May 29 Applications . . .

ACCEPTED FOR FILING

Modification of CP

KPOO San Francisco—Mod. CP new AM station for extension of completion date.

WGSM Huntington, N. Y.—Mod. CP new AM station for extension of completion date.

WMON Montgomery, W. Va.—Mod. CP authorizing change in frequency, power, install new trans. and DA-N and change trans. location for extension of completion date.

WRVC (FM) Norfolk, Va.—Mod. CP new FM station to change ERP from 8.2 kw to 8.67 kw, ant. height from 230 ft. to 95.8 ft., trans. site to 2712 Colley Ave., Norfolk, Va. and change ant. system.

WLIN-FM Merrill, Wis. — Mod. CP new FM station to change ERP from 20.5 kw to 9.7 kw, ant. height from 240 ft. to 260 ft. and change ant. system.

AM—1000 kc

KTOK Oklahoma City, Okla.—CP to increase night power from 1 kw to 5 kw and change DA-N.

Amend CP

KTSL Hollywood, Calif. — CP AMENDED to change ERP from 8.5 kw vis. 5.5 kw aur. to 25 kw vis. 15 kw aur. and change ant. height to 2837.5 ft.

APPLICATION RETURNED

Atlantic City, N. J. — RETURNED application of Press-Union Pub. Co. for CP for new AM station on 1490 kc 250 w unl.

May 31 Decisions . . .

ACTION ON MOTIONS

By Comr. George E. Sterling

KWOC Poplar Bluff, Mo.—Granted petition for leave to amend application to specify certain maximum expected operating values and provide additional information on areas and populations etc. together with tabulation of other stations rendering primary service to interference areas and areas proposed to be covered.

By Examiner Hugh B. Hutchison

Marshall Formby, Spur, Tex.—Granted in part petition for sixty-day continuance of hearing in proceeding upon application; now scheduled for May 21 at Washington.

By Examiner Fanney N. Litvin

FCC General Counsel—Granted petition for indefinite continuance of hearing now scheduled for June 1 in Washington in proceeding upon application of WVOP Vidalia, Ga.

By Examiner Elizabeth C. Smith

Ionia Bcstg. Co., Ionia, Mich.—Granted petition for leave to amend application to bring individual balance sheets and other information up to date; to show change in cost of construction etc. Also granted petition for leave to amend application to show correctly legal status of applicant, as a general partnership and not a limited partnership.

May 31 Applications . . .

ACCEPTED FOR FILING

AM—880 kc

KSWI Council Bluffs, Iowa—CP to change from 1560 kc 500 w D to 880 kc 1 kw D and change ant. system etc.

License for CP

WJPG Green Bay, Wis.—License for CP authorizing change in frequency, hours of operation and transmitter location and install DA-DN.

Modification of CP

WAFM (FM) Birmingham, Ala.—Mod. CP new FM station for extension of completion date.

WDLP-FM Panama City, Fla.—Same.

WATV (TV) Newark, N. J.—CP AMENDED to change ERP from 81 kw vis. 15.3 kw aur. to 5.5 kw vis. and aur., ant. 1,188 ft., and change ant. system etc.

License Renewal

Following stations request renewal of license: WWNS Statesboro, Ga.; KCID Caldwell, Idaho; WHOT South Bend, Ind.; WOMI Owensboro, Ky.; WHEC Pittsfield, Mass.; KBZY Grand Rapids, Minn.; WHOC Philadelphia, Miss.; KTTR Rolla, Mo.; WKNY Kingston, N. Y.; WLOE Leaksville, N. C.; WSTP Salisbury, N. C.; KOVC Valley City, N. D.; KBIX Muskogee, Okla.; KIXO West Salem, Ore.; WGAL Lancaster, Pa.; WMRF Lewiston, Pa.; WGCD Chester, S. C.; WALD Walterboro, S. C.; KVAL Brownsville, Tex.; KWRW Walla Walla, Wash.

APPLICATIONS RETURNED

Cherokee, Iowa—RETURNED application by Cherokee Bcstg. Co. for new AM station on 1440 kc 500 w D.

Clovis, N. M.—RETURNED application by Radio Station KBIM for new AM station on 1310 kc 1 kw D.

APPLICATION DISMISSED

KSWI Council Bluffs, Iowa—DISMISSED application for mod. license to change day power from 500 w to 1 kw.

Paul W. White to KFMB

APPOINTMENT of Paul W. White as executive editor of KFMB-TV San Diego was announced last week by Howard Chernoff, station general manager. In 1946, Mr. White, as news director of CBS New York, won the Peabody Award for his network's news coverage of the previous year. After leaving CBS in May 1946, he has written a textbook, *News on the Air*, lectured at the U. of Iowa and San Diego State College and has served as associate editor of *The San Diego Journal*. His new post calls for direct supervision of KFMB news, special events and public service broadcasts, along with development of new local program ideas.

FCC roundup

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY THROUGH MAY 31

Summary of Authorizations, Stations on the Air, Applications

Class	On Air	Licensed	CPs	Cond'l Grants	Appls. Pending	In Hearing
AM Stations	2275	2239	139		270	140
FM Stations	651	532	135	1*	8	4
TV Stations	107	74	35		408	171

* On the air.

CALL ASSIGNMENTS: KALM Alton, Mo. (Robert Neathery, 1290 kc, 1 kw, day); WAUG Augusta, Ga. (Garden City Bcstg. Co., 1050 kc, 250 w, day); KSWB Yuma, Ariz. (Southwestern Bcstg. Co., 1240 kc, 250 w, unlimited); WILB Williamsburg, Va. (Williamsburg Radio Co., 740 kc, 500 w, day); KOSY Texarkana, Ark. (Gateway Bcstg. Co., 790 kc, 1 kw-day, 500 w-night, night directional); KBIG Avalon, Calif. (El Dia Bcstg. Co., 740 kc, 10 kw, day, directional); KORK near Las Vegas, Nev. (Vegas Valley Bcstg. Co. Inc., 1340 kc, 250 w, unlimited); KCHR (FM) Charleston, Mo. (South Missouri Bcstg. Co., Ch. 269 (101.7 mc), 290 w, antenna 90 feet); WOMC (FM) Royal Oak, Mich. (Changed from WOMC-FM. WOMC (AM) changed to WEXL.)

* * *

Docket Actions . . .

FINAL DECISIONS

Little Falls, N. Y.—Announced final decision adopting initial decision of April 26, as modified, granting application of Rock City Bcstrs. for a new AM station at Little Falls on 1230 kc, 250 w, unlimited, and denying for default the application of Robert Harvard Eve for the same facilities at Herkimer, N. Y. Decision May 28.

KIOA Des Moines, Iowa—Announced final decision granting application of Independent Bcstg. Co. for a construction permit to change daytime directional pattern and accepted an amendment to this application indicating changes in licensee stockholders. Decision May 28.

Ironton, Ohio—Announced final decision granting application of Glacus E. Merrill for construction permit for new AM station on 1230 kc, 250 w, unlimited. Granted May 29.

INITIAL DECISION

WRFC Athens, Ga.—Hearing Examiner Elizabeth C. Smith issued initial decision looking toward grant of Radio Athens Inc. application to change facilities of WRFC from 960 kc, 1 kw, day to 960 kc, 1 kw-day, 500 w-night, night directional; conditions. Decision May 29.

Non-Docket Actions . . .

AM GRANTS

Oak Ridge, Tenn.—Air Mart Corp. granted 1450 kc, 1 kw, daytime. Estimated construction cost $10,225. Principals are President Harry C. Weaver, former commercial manager WATO Oak Ridge, 28% plus; Frank H. Corbet, owner of WGAP Maryville, Tenn. with Mr. Weaver; Harry J. Daly, attorney, 1 share; Vice President Owen E. McReynolds, sales engineer for Gates Radio Co., 28%. Granted May 29.

TRANSFER GRANTS

WVMC Mt. Carmel, Ill.—Granted assignment of license from Charles Vanderer to James R. Brewer and Stephen F. Bellinger for $25,000. Mr. Brewer, president and ¾ partner, is owner of WTCJ Tell City, Ind. Mr. Bellinger, manager and ¼ partner, is a staff employe of WTCJ. Granted May 29.

WFCI Providence, R. I.—Granted transfer of control Pawtucket Bcstg. Co., licensee, from J. Howard McGrath, executor of estate of Frank F. Crook, deceased, and as agent for Howard W. Hornley, to the Providence Journal Co. for $175,000. Grantee is licensee of WJAR (FM) Providence and proposes to interchange programs of two stations. Granted May 29.

KCSU Provo, Utah—Granted assignment of license from partnership of Frank Van Wagenen, 60%, and Harold Van Wagenen, 40%, to Central Utah Bcstg. Co., a corporation owned by them under same interest arrangement. No money involved. Granted May 24.

KLAS Las Vegas, Nev.—Granted acquisition of control of Las Vegas Bcstrs. Inc., licensee, by R. G. Jolley through purchase of 667 shares for approximately $10,000. Mr. Jolley was owner of 48.75% and now owns 65.41%. Granted May 24.

KCBD Lubbock, Tex.—Granted acquisition of control Caprock Bcstg. Co., licensee, by Joe H. Bryant through purchase of 137 shares from J. T. Stroeger for $29,866. President and general manager Bryant now owns 54%. Granted May 23.

KOFO Ottawa, Kan.—Granted assignment of license from James N. Jobes, Herbert M. Jobes and Bernard J. Hawley d/b as Ottawa Bcstg. Co. to new partnership of James and Herbert Jobes. Mr. Hawley sells his 16⅔% interest for $6,000. Granted May 22.

New Applications . . .

AM APPLICATIONS

Bennington, Vt.—Catamount Bcstrs. 1370 kc, 500 w, day; estimated construction cost $11,000, first year operating cost $40,000, first year revenue $60,000. Principals include President William H. Eddington, 16.7%, president local Chevrolet sales and service organization; Treasurer J. Gordon Keyworth, 50%, ½ owner of WMNB North Adams, Mass.; Francis E. Morrissey, 16.7%, attorney; James Floss Nelson, 16.7%, owner of farm equipment and home appliance outlet; Robert M. Werner, 16.7%, president of Polygraphic Co. of America; Robert T. Holden, 16.7%, farm manager of Fairdale Farms Inc.; George D. Pierce, 3.3%, plumber and steamfitter. Filed May 31.

Franklin, Tenn.—Williamson County Bcstg. Co. Inc., 950 kc, 1 kw, day; estimated cost $17,950, operating cost $25,000, revenue $30,000. Principals include President William R. Ormes, 16⅔%, reporter for Nashville Banner; Director Ann R. Ormes, 83⅓%, owner Ormes Farm; Secretary-Treasurer Corinne G. Channell. Filed May 31.

Port Jervis, N. Y.—Port Jervis Bcstg. Co., 1490 kc, 100 w, unlimited; estimated cost $13,134.67, operating cost $38,805.52, revenue $44,375. Partners holding 25% each are Robert G. Adams, treasurer and part-owner WCDL Carbondale, Pa.; W. Stanley Buehler, part owner WCDL; W. Richard Carlson Jr., secretary and general manager WCDL; William H. Ware, president and part-owner WCDL. Filed May 31.

Morrilton, Ark. — Morrilton Bcstg. Co., 800 kc, 250 w, day; estimated cost $10,400, operating cost $24,000, revenue $42,000. Partners are C. R. Horne, 40%, 4/5 owner of KXRJ Russellville, Ark.; J. C. Willis, 50%, owner of Willis Baking Co.; L. L. Bryan, 10%, salesman for KXRJ. Filed May 31.

Cottage Grove, Ore.—Philip S. Holt d/b as Coast Fork Bcstg. Co., 1400 kc, 250 w fulltime. Estimated cost $10,000; first year operating cost $24,000; revenue $30,000. Applicant is owner Creswell (Ore.) Radio and Electric, sales and service firm. Filed May 22.

Anniston, Ala.—Edwin H. Estes tr/as The Anniston Radio Co. 1490 kc, 250 w fulltime. Estimated cost $8,400; first year operating cost $32,000; revenue $43,000. Applicant is 50% owner WETO Gadsden, Ala. Filed May 23.

Hawkinsville, Ga.—Tri-County Bcstg. Co. 610 kc, 500 w daytime. Estimated cost $25,880; first year operating cost $36,000; revenue $48,000. Principals: Robert Timothy Ragan, owner International Minerals and Chemical Corp., Eastman, Ga., sales representative, president and 30% owner; William Henry Griffin, lumber dealer, vice president 30%; Dallam Rivers Jackson, attorney, secretary-treasurer 40%. Filed May 23.

Clovis, N. M.—Radio Station KBIM. 1310 kc, 1 kw daytime. Estimated cost $18,703; first year operating cost $40,000; revenue $60,000. Co-partners: Theodore Rozzell, insurance business, and William Paul Brown, 50% owner Pauls Chinchilla Ranch and Browns Time Shop. Filed May 23.

Wallace, N. C.—Duplin Bcstg. Co. (Resubmitted) 1400 kc, 250 w fulltime (Contingent on WGBR change to 1150 kc). Estimated cost $15,500; first year operating cost $45,000; revenue $55,000. Co-owners: Harry Kramer, owner Liberman Dept. Store and 50% owner Kramer's Dept. Store, president; Sam Leder, 17.5% owner Leder Bros., Whiteville, N. C., general mercantile, vice president; Isaac Kadis, 50% Kadis Inc., Goldsboro, N. C., and 25% owner each Royal Clothing, The Leading Shop and Family Shoe Store, all Goldsboro.

Cherokee, Iowa—Cherokee Bcstg Co. 1440 kc, 500 w daytime. Estimated cost $7,650; first year operating cost $24,780; first year revenue $45,000. Co-partnership; Marguerite Louise Shimp, art supervisor Berkely County Public Schools, Martinsburg, W. Va.; Charles Reznikov, WEPM Martinsburg; Russell A. Hickman, former WEPM announcer. Filed May 24.

Eunice, La.—Tri-Parish Bcstg. Co. 1490 kc, 250 w fulltime. Estimated cost $18,888; first year operating cost $32,000; revenue $42,000. Principals: Vincent L. Riehl, managing partner—52.7% owner Riehl Building Supply Co., president and 20% owner; Joseph A. Riehl, dean of administration, Southwestern Louisiana Institute, and 20.8% owner Riehl Building Supply, vice president 10%; Paul H. DeClouet, 25% owner KLFY Lafayette, La., vice president 25%; Thomas A. DeClouet, 25% owner KLFY, vice president 25%; Roland Fink, optometrist and 22.8% owner Riehl Building Supply, secretary-treasurer 20%. Filed May 22.

TV APPLICATIONS

Jackson, Miss.—The Herold Co. Ch. 3 (60-66 mc); ERP 10.7 kw visual, 5.35 kw aural; ant. 500 ft. Estimated cost $195,588, first year operating cost $82,500, first year revenue $150,000. Co-owners: C. W. Herold, 50% owner Herold & Miller, Natchez wholesale grocery, and chairman of board—8.5% owner Natchez Times; Joe Herold, TV consultant and former TV director WOW-TV Omaha; Henry J. Herold, auctioneer, stockman and farmer. Filed May 22.

Albuquerque, N. M.—Alvarado Bcstg. Co. (licensee KOAT there). Ch. 7 (174-180 mc); ERP 30 kw visual, 14.8 kw aural; ant. 4,182 ft. Estimated cost $219,955, first year operating cost $156,000, revenue $208,000.

Jackson, Miss.—Mississippi Publishers Corp. Ch. 3 (60-66 mc); ERP 11.9 kw visual, 5.94 kw aural; ant. 508 ft. Estimated cost $259,000, first year operating cost $100,000, revenue $75,000. Applicant is publisher Daily News and Clarion-Ledger. Filed May 18.

Wichita Falls, Tex.—Wichtex Radio and Television Co., Ch. 3 (60-66 mc), 29 kw visual, 14.5 kw aural, 340 ft. antenna; estimated cost $215,955, operating cost $120,000, revenue $150,000. Applicant is licensee of KFDX Wichita Falls. Filed May 28.

TRANSFER REQUESTS

KTAN Sherman, Tex.—Transfer of control of Sherman Broadcast Corp., licensee, through sale by E. T. Fant (80%) and F. W. Anthony (20%) of all stock for about $19,000 to Charles L. Cain, KTAN employe and former 75% owner KCNY San Marcos and former 10% owner KFTV Paris, Tex. Filed May 21.

WLYC-AM-FM Williamsport, Pa.—Acquisition of control of Lycoming Bcstg. Co., AM permittee and FM licensee, by John T. Keliher through issuance of additional 226 sh new stock at $70 per sh. to several stockholders. Mr. Keliher, owner 450 sh (40%), buys 194 sh, increasing holding to 644 sh (52.5%); George Lewis, 300 sh. (30%), buys 22 sh for total of 322 sh (26.3%); Victor C. Wise, 30 sh (3%), buys 10 sh for total 40 sh (3.3%); Joseph P. Keliher, who retains original 220 sh, with interest reduced from 22% to 17.9%. Filed May 23.

WOPA-AM-FM Oak Park, Ill.—Assignment of license from Joseph Triner (27.5%), Charles M. Hickman (27.5%), George Herrmenn Jr. (5%), Edward J. Faltysek (5%), and William L. Klein (35%) d/b as Village Bcstg. Co., to William L. Klein (46%), Oak Park Arms Hotel Inc. (35%), James M. Whalen Jr. (3.75%) and Egmont Sonderling (15.25%) d/b as Village Bcstg. Co. For $2,540 investment, Mr. Triner gets $4,500; Mr. Hickman's $4,000 gets $6,000; Mr. Faltysek's and Mr. Herrmenn's $1,000 each get $1,500 each. Mr. Klein contributes additional $5,000 to original partnership, increasing his investment to $30,100. Property valued at $71,428.57. Mr. Klein contributes $46,428.57 to new partnership for 65% interest. Partnership also indebted to him for $25,000. Mr. Klein assigns 15.25% interest ($10,892.86) from his capital account to Mr. Sonderling as full compensation for services to date in organization, development and management of stations. Mr. Klein also assigns 3.75% interest ($2,678.57) to Mr. Whalen to induce him to become associated with stations in view of his experience and contacts in advertising field. Hotel firm pays $25,000 for 35% interest. Mr. Klein is retained as general manager with provision for percentage of profits as bonus. Mr. Sonderling continues as station manager on straight salary basis. Filed May 24.

WLS Chicago—Transfer of 1,750 sh. of total 5,000 sh. in Prairie Farmer Pub. Co., sole owner Agricultural Bcstg. Co., licensee, from Thomas E. Murphy and James E. Edwards, co-executors of estate of Burridge D. Butler, deceased, to trustees of Burridge D. Butler Memorial Trust of Chicago. Filed May 24.

KMMO Marshall, Mo.—Assignment of license from W. C. Evans to KMMO Inc. for $60,000. Principals in transferee are M. F. A. Mutual Insurance Co., Columbus, Mo., 45%; President F. V. Heinkel, 5%, president of Missouri Farmers Assn. and board chairman of M. F. A. Mutual; and 10 other 5% stockholders, all officers of Missouri Farmers Assn. Inc. and/or M. F. A. Mutual Insurance Co. Filed May 29.

KHIT Lampasas, Tex.—Assignment of license from W. R. Pierre, T. A. Newman and M. A. Frenkel d/b as Lampasas Bcstg. Co. to Lampasas Bcstg. Corp. for $22,500. Principals and 20% owners in transferee are President Lee H. Gripson, cattleman and rancher; Vice President Ryan M. Howard, cattleman and rancher; Secretary-Treasurer Kyle Smith, owner CPA firm; Dr. W. M. Brook, physician; Harold Bakke, general manager KHIT. Filed May 29.

WIRJ Humboldt, Tenn.—Acquisition of control Gibson County Bcstg. Co., licensee, by J. Frank Warmath, present ½ owner, through purchase of 50% from Thomas M. Hobbs for $2500. Filed May 28.

Deletions . . .

TOTAL deletions to date since Jan. 1: AM 16, FM 43, TV 0. New deletions, effective dates and reasons follow:

WJPR-FM Greenville, Miss.—Radio Service Co. License May 24. Lack of public interest and economic reasons.

WMLD St. Petersburg, Fla.—Charles A. Lenz. CP April 27. Forfeited.

KREI-FM Farmington, Mo.—Cecil W. Roberts. License May 15. Operation did not prove practical.

WFHA (FM) New Britain, Conn.—The New Britain Bcstg. Co. License May 15. Economic.

KYW Philadelphia May 21 extended its broadcasting schedule to 2 a.m. New schedule adds one hour to broadcast day Monday through Saturday, with sign-on still at 6 a.m., but does not affect Sunday.

WDRC

HARTFORD & CONNECTICUT

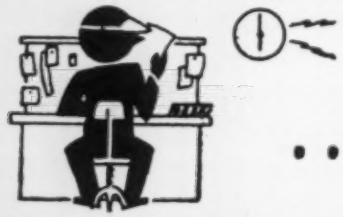
WDRC—FM

3R's = 1st

The 3 R's . . . Ratings, Rates, Results . . . made WDRC 1st choice in the Hartford Market. Write Wm. Malo, Commercial Mgr., for availabilities.

Represented by Raymer

CBS



...at deadline

TRANSIT RADIO RULING SLATED FOR APPEAL

APPEAL will be filed against U. S. Court of Appeals Friday ruling that ordered WWDC-FM Washington and Capital Transit Co. to cease FM commercial announcements in street cars and buses. Proceedings considered a precedent case upon which future of transit radio may hinge.

Station counsel, Pierson & Ball, plans to petition for certiorari to Supreme Court. Richard C. Crisler, president, Transit Radio Inc., which operates in approximately two dozen markets, also affirmed that appeal would be instituted. Transitcasting suit filed by Washington Attorneys Franklin S. Pollak and Guy Martin, and argued by Paul M. Segal, Washington broadcasting lawyer, in the Appeals Court after District Court dismissed earlier action [BROADCASTING • TELECASTING, Feb. 12].

Three-judge court unanimously held broadcasts "deprive objecting passengers of liberty without due process of law." Judge Henry W. Edgerton, who wrote opinion, said:

The Bill of Rights . . .can keep up with anything an advertising man or an electronics engineer can think of . . . If Transit obliged its passengers to read what it liked or get off the car, invasion of their freedom would be obvious. Transit obliges them to hear what it likes or get off the car. 'Freedom of attention, which forced listening destroys, is a part of liberty essential to individuals and society."

RCA TO DISCLOSE DATA ON TRI-COLOR TUBE

FULL information on design and production of RCA's tri-color TV picture tube to be unveiled in June 19-20 symposium at Waldorf-Astoria Hotel, New York, with plans to be revealed then for "immediately making available sample tri-color tubes and associated components for manufacturers' use in laboratory work."

RCA President Frank Folsom sent invitations to head of 231 TV receiver and tube manufacturers—RCA licensees. June 19 sessions will be for receiver manufacturers; June 20, for tube manufacturers. E. C. Anderson, vice president commercial Dept., RCA Labs Division, will preside at both sessions, with Dr. E. W. Engstrom, vice president in charge of research, RCA Labs, presenting summaries.

RTMA ASKS SUSPENSION OF CREDIT CONTROLS

NINETY-DAY suspension of credit controls on TV sets and maximum of 15% down payment requested Friday by Robert C. Tait of Stromberg-Carlson Co., representing Radio-Television Mfrs. Assn., before House Banking & Currency Committee.

Present 25% down payment prevents low-income families from buying sets and has resulted in unemployment of 50,000 TV plant workers, manufacturers' inventories totaling 500,000 sets and bankruptcy of many dealers, Mr. Tait charged. He said credit controls were supposed to "retard inflation . . . not cause deflation."

GIL BERRY, DuMont TV Network sales manager in Chicago, has resigned effective June 30. Mr. Berry, with DuMont since August 1949, is former ABC Chicago sales manager.

TRAMMELL LAUDS BAB AS PROGRESSIVE STEP

NBC BOARD Chairman Niles Trammell quoted by Broadcast Advertising Bureau Friday as saying establishment of BAB "is one of the most progressive steps taken by the radio industry since World War II," and that progress and plans to date "make it clear that BAB will steadily increase its importance."

Mr. Trammell's statement, BAB said, followed meeting to acquaint BAB Executive Committee, of which Mr. Trammell is member, with recent developments under direction of President William B. Ryan, who said current reorganization "is virtually complete" and will be described to BAB board and NARTB radio board this week.

BAB Board Chairman Edgar Kobak, who presided at meeting, was "optimistic that before very long BAB will have all of the financial support it needs to carry out its plans. Every station, every network, every station's representative will profit by BAB's activities."

Mr. Ryan said "extremely limited funds at present" make it necessary to "postpone some projects that would be of inestimable help to all broadcasters."

BAB authorities reportedly encouraged by rate new members are joining. Aside from 799 NARTB-member stations, agency now has 35 non-NARTB members whose dues aggregate more than $60,000 annually. Among these: Westinghouse stations, WFAA Dallas, WTMJ Milwaukee, KTBS Shreveport, WOOD Grand Rapids, WARM Scranton, KALL Salt Lake City, CBS O-&-O stations.

PARAMOUNT SUBSIDIARY TO SHOW COLOR TUBE

CHROMATIC TELEVISION LABS, Paramount Picture Corp. subsidiary, will shortly demonstrate TV receiver equipped with 16-inch or 21-inch Chromatron tube, which company said can receive either CBS color or standard black-and-white telecasts, eliminating color wheel or rotating drum devices used to date for CBS color reception.

Single gun standard shape cathode ray tube containing color grid capable of displaying TV pictures in color, Chromatron will operate with any of proposed color telecasting systems, company explained. It was conceived by Dr. Ernest O. Lawrence, Nobel prize winning scientist, currently director of U. of California radiation laboratory and consultant and director of CTL. Tube will probably be sold with attendant circuits for installation in present home receivers as well as in new color plus monochrome sets.

TV TUBE SALES OFF 54%

SALES of TV picture tubes to set manufacturers dropped 54% in April from March level, in line with lull in TV set sales, Radio-Television Mfrs. Assn. announced Friday. April cathode ray tube sales totaled 278,955 units valued at $6,869,181 compared to 608,396 tubes valued at $16,064,425 in March. RTMA reported 89% of tubes sold in April were rectangular, with 95% 16 inches or larger. Manufacturers bought 2,101,748 picture tubes in first four months of 1951, valued at $56,761,635.

Closed Circuit

(Continued from page 4)

Astoria dinner June 12 to interest exporters in supporting free-radio efforts of Inter-American Assn. of Broadcasters. Host to be Justin Miller, NARTB president, with IAAB President Goar Mestre, CMQ Havana, to be guest.

U. OF CHICAGO, Northwestern U. and Roosevelt College reportedly cooperating with Ford Foundation in pooling money and talent to establish educational television station in Chicago. Ford Foundation already has donated substantial funds to educational TV and is considered likely source for more.

JOHN H. MacDONALD, NBC vice president and treasurer, reportedly planning to resign shortly and become associated with Ben Tobin of Hollywood, Fla., one of syndicate which purchased control of Empire State Bldg. His NBC duties to be handled by Joseph V. Hefferman, vice president for finance.

INDUSTRY COLOR PLAN

(Continued from page 4)

were instructed "to conduct an up-to-date appraisal of the state of the art in color television. . . ."

Ad Hoc Committee members: David B. Smith, Philco Corp., chairman; Robert M. Bowie, Sylvania Electric Products Inc.; Elmer W. Engstrom, RCA; Thomas T. Goldsmith, Allen B. DuMont Labs.; Ira J. Kaar, General Electric Co.; Arthur V. Loughren, Hazeltine Electronics Corp. Axel G. Jensen, Bell Telephone, Labs., was consultant.

Proposed standards:

(1.0) The present FCC transmission standards for black-and-white television shall continue to be used for the transmission of compatible color television.

(2.0) Chromatic information shall be transmitted by means of a color subcarrier modulated in amplitude and phase with respect to a reference subcarrier of the same frequency. The color subcarrier shall be transmitted simultaneously with the video signal and during only the video portion of the composite signal. Synchronizing signals to transmit information concerning the reference subcarrier shall be transmitted only during the synchronizing and blanking intervals of the composite video signal.

(2.1) To ensure practical invisibility of the color subcarrier its normal frequency, but not phase, shall be related to the horizontal scanning frequency in the following manner: The color subcarrier frequency shall be an odd multiple of half the horizontal scanning frequency.

(2.2) For standard operating conditions, the amplitude of the primary video signal and the amplitude and phase of the color subcarrier shall be specified in terms of a "proper" set of taking characteristics. (Definition: A "proper" set of taking characteristics is defined as a set, each one of which is linear combination of ICI distribution characteristics.)

(3.0) The color sync signal shall be transmitted by means of a burst of the reference carrier superimposed on the back porch following each horizontal sync pulse . . ."

NARTB'S TV MEMBERSHIP PASSES 60 MARK

TOTAL membership of NARTB's TV organization will officially pass 60 mark Monday when TV board convenes in Washington (see TV and radio board story page 29). Board will formally approve applications of KMTV (TV) Omaha, KPIX (TV) San Francisco; WAGA-TV Atlanta; WJBK-TV Detroit; WKRC-TV Cincinnati; WSPD-TV Toledo; WTTG (TV) Washington, and NBC-TV Network.

Radio board will act on applications of 25 new member stations. Problem of joint radio-TV membership dues to be taken up by separate and then combined boards.

BLATZ BREWING Co., Milwaukee, to sponsor new series, *Charles Collingwood and the News*, Tues.-Fri., 10:30-10:45 p.m., over CBS starting tomorrow (June 5). Effective July 2, program will be Monday through Friday. Agency is William H. Weintraub, New York.

"IN THE HEART OF AMERICA . . .

It's The

KMBC KFRM

Team and It's

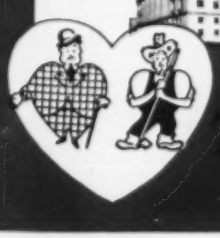
Wholehearted"

WHOLEHEARTED – that's the word for the overall performance of The KMBC-KFRM Team! Audience-wise, because of outstanding local programming and the CBS Network, rural and suburban listeners give The Team preference by a ratio of almost 3 to 2 over the closest competition.

In the great Kansas City metropolitan area it's the same story, according to the latest audience survey.

Operating now from its new home, The KMBC-KFRM Team has more than ever before to offer advertisers – adequate space, new and modern broadcast facilities, top-notch promotion and merchandising–and most important, years of experience and success in every department. Yes indeed, Wholehearted is the word for it! Write, wire or phone The KMBC-KFRM Team, Kansas City, Mo., or your nearest Free & Peters' office.

TO SELL THE WHOLE HEART OF AMERICA WHOLEHEARTEDLY, IT'S



The KMBC-KFRM Team

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